

MARCH 23-29, 1952

VOL. 3 NO. 13

SUPPLEMENT D

NEWS ED: David B. Graham  
TALENT ED: Gordon Leigh  
BUS.MGR: Darryl A. King

# Ross Reports

## ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910  
6087 Sunset Blvd. • Hollywood 28 • Hillside 1100

Wallace A. Ross, Publisher

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### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(23)

ABC(Ch7) - 7-7:30pm; HIGHLIGHT; The Greatest Story Ever Told; from WJZ-TV to the net; Sponsored as a public service by the Goodyear Tire & Rubber Co thru Young & Rubicam; the fourth telecast of this series will be "The Story of Lazarus" and will be seen in place of Paul Whiteman's Goodyear Revue.

NBC(Ch4) - 1:30-2pm; HIGHLIGHT; Here's To Your Health; from WNBT to the net; Sustaining; NBC's third telecast in the monthly health series features a documentary story of arthritis originating from the Hospital for Special Surgery in NYC; Prod - Craig Allen; Dir - Don Hillman; Writer - Don Sheldon; Dr. Lester L. Coleman of the NY County Medical Society conceived the program and supervises it; Dr. Gideon deForest of Yale University and Dr. John Talbott will participate, together with patients who have or have had the disease.

#### Tue(25)

CBS(Ch2) - 9-9:30pm alt Tue; NETWORK CHANGE; City Hospital; from WCBS-TV to 21 sta plus 16 kine; Sponsor - Carter Products(Carters Pills & Nair) thru Sullivan, Stauffer, Colwell & Bayles; Superv - Walter Selden SSC&B; Dir - Curt Conway CBS; Conceived & Written by Julian Funt & Robert Newman, the series set against the background of a large city hospital stars Melville Ruick as Dr. Barton Crane; program made its debut on ABC-TV November 3, 1951 (alt Sat 12:30-1pm), and will alternate with Crime Syndicated in its new network slot.

#### Wed(26)

NBC(Ch4) - 10-10:30pm; LAST SHOW; Pantomime Quiz; from KNBH(Hwood) to 8 sta plus 4 kine; Sponsor - Camel Cigarettes thru Wm. Esty; Mike Stokey show, which started this latest series January 2, returns to the air July 4 on CBS-TV for the same sponsor.

#### Thu(27)

NBC(Ch4) - 3:30-4pm Tu & Th; LAST SHOW; Bill Goodwin Show; from WNBT to 34 sta plus 17 kine; Sponsor - General Electric thru Y&R; Pkgr - Louis G. Cowan; program which made debut September 11, 1951, starred Bill Goodwin as MC, with Eileen Barton, Roger Dann and Joey Bushkin as regulars. Ralph Edwards Show, which becomes an across-the-board show March 31, replaces.

9-9:30pm; LAST SHOW; Alan Young Show; kinescoped at KTTV(Hwood); from WCBS-TV to 8 sta; also 31 other stations; Sponsor in East - Esso thru Marschalk & Pratt; program debuted April, 1950.



DATE: 10-10-68  
BY: JAC

1. The first group of people who are interested in the study of the history of the United States are the people who are interested in the history of the United States.

2000

[illegible]

1. The first part of the report deals with the general situation of the country and the progress of the work of the Commission. It is followed by a detailed account of the work of the Commission in the various fields of its activity. The report concludes with a summary of the work of the Commission and a statement of the Commission's views on the future of the country.

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1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a very long letter, and it contains a great deal of information about the state of the country at that time. It is a very important document, and it is one of the most interesting documents in the collection.

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*[Faint, illegible text]*



THIS WEEK(Cont'd)

Fri(28)

CBS(Ch2) - 10-10:30pm; LAST SHOW: Hollywood Opening Night; from WCBS-TV(on film) to 13 sta., also 14 spots; Sponsor - Pearson Pharmacal(Ennds) thru Harry B. Cohen; Series was second run showings of dramatic films made for TV by Revue Productions in Hollywood.

Sat(29)

CBS(Ch2) - 10:30-11pm; HIGHLIGHT; President Truman's Jefferson-Jackson Dinner Address; from WTOP-TV(Wash) to the net; President Truman will speak at the annual Jefferson-Jackson Day dinner of the Democratic Party in the National Guard Armory in Washington, D.C.

LAST WEEK'S NETWORK CHANGES

DuMont - Not For Publication; NEW TIME; March 18; Tuesday 10-10:30pm; program which stars Jerome Cowan had been seen on the same network Fridays 8:30-9pm.

NEWLY ANNOUNCED NETWORK FUTURES

April 2 - Crossfire; ABC-TV Wed 9:30-10pm; Sustaining; from WMAL-TV(Washington, D.C.) to the net; the new ABC-TV panel program will have Gunnar Beck as moderator, with Elmer Davis, Bert Andrews and Martin Agronsky as permanent panelists, and a guest panelist each week, all of whom will question a top government official, legislator, military or public figure appearing on the program.

April 4 - Police Story; CBS-TV Fri 10-10:30pm; from WCBS-TV to the net; Sponsor - Pearson Pharmacal ("Ennds" Chlorophyll Tablets & Eye-Gene Eye Drops) thru Harry B. Cohen; Pkgr - Bernard J. Prockter; Prod - Jerome Robinson; Writers - Max Ehrlich, Jack Bentkover & others; new weekly drama series will depict in an unusual fashion authentic crime cases culled from law enforcement agency files.

SPONSOR ACTIVITY

OWENS-CORNING GLASS thru Fuller & Smith & Ross will sponsor a television version of a former CBS radio series, You Are There, on the CBS-TV net commencing in June. The series will be a once-weekly, half-hour show, in which the top news events of the past 50 years will be dramatized. Program was sold without the network making a kinescope of the series.

HALLMARK GREETING CARDS through Foote, Cone & Belding will sponsor a repeat performance of Gian-Carlo Menotti's "Amahl & the Night Visitors" for Easter presentation, using its Hall of Fame time slot (Sun 4:30-5pm) if the adjacent half-hour can be cleared; otherwise using another full-hour spot on NBC-TV.

GENERAL MILLS thru Dancer-Fitzgerald-Sample & Knox Reeves has expanded sponsorship of the Friday portion of Bride & Groom(CBS-TV Mon-Fri 10:30-10:45am) to a half-hour, 10:30-11am, effective April 11.

NYC LOCAL STATION ACTIVITY

WABD - Barry Gray News Show; DEBUT April 7; Mon thru Fri 11-11:15pm; Sponsor - Seal; Posturepedic Mattresses thru Getschal & Richard; Prod - Buddy Allen; Superv - Budd Getschall G&R; Barry Gray will write and deliver a news and news commentary program with a new format.



10:00-11:00 PM: THE MENTALIST (CBS) - A new series featuring Simon Baker as a former FBI agent who uses his psychic abilities to solve crimes. The show is set to premiere on September 25th.

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LAST WEEK'S TOP TV SHOWS

The top television show last week was THE MENTALIST on CBS, which averaged 1.5 million viewers.

THIS WEEK'S TOP TV SHOWS

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Other top shows include THE MENTALIST on CBS, which averaged 1.5 million viewers, and THE MENTALIST on CBS, which averaged 1.5 million viewers.

TV SCHEDULE

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## NYC LOCAL STATION ACTIVITY(Cont'd)

- WCBS-TV - Eloise Salutes the Stars; DEBUT March 23; Sun 11:15-11:30pm; Sponsor - Doe-skin Products thru Federal Advertising; Pkgr-Prod - Lester & Juliet Lewis; Dir - Lou Florence WPIX; Eloise McElhone celebrity interview show which is seen on WPIX Thursday 2:15-2:30pm, will be kinescoped and shown on WCBS-TV ten days later.
- WJZ-TV - Catholic Charities Show; HIGHLIGHT March 24; Mon 9:30-10pm; Special program will feature an address by Francis Cardinal Spellman, with Licia Albanese & the St. Patrick's Cathedral Choristers under the direction of the Very Rev. Msgr. William T. Greene.
- WNBT - Eve Hunter-Herb Sheldon Show; NEW TITLE March 17; Mon thru Fri 1-1:30pm; Sponsor - Participations; Prod - Jane Kalmus; Dir - Bill Harbach; women's daytime program was formerly known as the Eve Hunter Show.
- WOR-TV - Mac & Jack; DEBUT March 16; Sun 7:15-7:30pm; Sustaining; Dir - Slater Barkentin; Mac Perrin & Jack Kilty in song-and-patter program, with Mac at the piano and Jack supplying the songs.

The Buster Crabbe Show; NEW TIME March 21; Program was formerly seen Mon thru Thursday only; with addition of Friday half-hour, it will be seen across-the-board 7-7:30pm.

Survival; DEBUT March 23; Sun 2:30-3pm; Sustaining; New series of ten half-hour films produced and distributed by the Office of Civil Defense have Richard Harkness as narrator, a dramatic documentary series designed to stimulate public preparedness in the event of atomic attack.

Broadway TV Theatre; DEBUT April 14; Mon thru Fri 7:30-9pm; Sponsor - Gen'l Tire & Rubber thru D'Arcy; Pkgr-Prod - Warren Wade; TV Dir - Richard Lukin; Stage Dir - Robert Bolger; new dramatic series will present former Broadway hit plays in their original version for five consecutive nights. Casting - Affiliated Artists 20 East 53 St., PL 3-1862.

## HOLLYWOOD LOCAL STATION ACTIVITY

- KTTV - Jalopy Derby; RETURN March 16; Sun 3-5pm; Sustaining; Dir - Forrester Mashbir; Bill Welsh and Roy Maypole will describe the sports event from the Culver City Stadium; the station has signed with the sports promoter to present the derby for fifty-two weeks.

## NEWS DIGEST

NABET EXPELLED FROM NABUG MEMBERSHIP - At its last meeting, the NY Council of the Nat'l Assn of Broadcast Unions & Guilds voted unanimously that the Nat'l Assn of Broadcast Engineers be dropped from its membership. NABUG based its action on the numerous occasions that NABET had been charged with creating disharmony and working against the common interest of NABUG thru raiding practices, and "had failed to take advantage of various opportunities given it to offer satisfactory explanation of its policies and procedures." It was further resolved that whereas NABET had expressed itself as being willing to participate in discussions of these problems only on the basis of impossible internal procedures, it had become evident that NABET did not wish to explore possibilities of resolving situations which created disharmony.

TV NETWORK TIME SALES INCREASE - Broadcasting-Telecasting lists a combined gross time sales total of \$15,213,792 for all TV networks in January, a gain of 76.7% over the corresponding month in 1951. ABC's total for this past January was \$2,007,314; CBS \$5,109,023; DuMont \$717,148 and NBC \$7,380,307.



## LAINSON, J. W. 1960. 78

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1861. It is a very important document, as it is the first official communication from the President to the Congress since the inauguration of Abraham Lincoln. The letter discusses the state of the Union and the challenges facing the country at the time.

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

*[The following text is extremely faint and largely illegible due to poor scan quality. It appears to be a multi-paragraph document.]*

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ABC'S KINTNER SAYS UPT BACKING IS NEEDED - Robert E. Kintner, president of the ABC network, told the FCC last week that the chief factor deterring ABC from competing on favorable terms with the CBS & NBC television networks was the lack of sufficient working capital. As a result, he said, ABC is desperately in need of the almost unlimited resources which United Paramount Theatres would make available if the proposed ABC-UPT merger is approved by the FCC.

FCC ASKS FOR ADDITIONAL PERSONNEL - The Federal Communications Commission asked Congress last week for additional personnel to handle the anticipated rush of new TV applications when the freeze is lifted within the next few weeks. The House appropriations committee was told that the FCC would need at least 54 additional employees to process an estimated 500 applications that are expected during the next 17 months.

NATIONAL NIELSEN RATINGS FOR FEBRUARY - The National Nielsen Ratings for the top 10 television shows for the two weeks ending February 23 are as follows: Arthur Godfrey's Scouts 57.8; Red Skelton 54.1, I Love Lucy 43.7, Texaco Star Theater 51.8, Colgate Comedy Hour 51.4, Your Show of Shows 47.1 & 46.9, Godfrey & Friends 45.7, Philco TV Playhouse 43.2, Big Town 43.1. The above ratings are percent of TV homes reached in program station areas. I Love Lucy heads the list of programs reaching the greatest number of TV homes with 5,261,000 viewers, the others being Red Skelton, Texaco Star Theatre, Colgate Comedy Hour, Your Show of Shows, Philco TV Playhouse, Godfrey & Friends, You Bet Your Life and Fireside Theater.

PERSONNEL ITEMS: David Savage, manager of the WCBS-TV Film Department, has been put in charge of feature film buying for all departments of the CBS-TV Division.....Maxine Keith's agency has been signed to handle radio and TV promotion for all United Artists pictures. Miss Keith was formerly radio-TV director of the Caples Advertising Agency, and will continue with her own radio and TV programs.....Roy A. Meredith has been appointed director of the radio-TV department of MacManus, John & Adams, with Henry G. Fownes, Jr. promoted to the post of director of radio and television production at the same agency.....Paul C. Levitan, former Supervisor of Technical Operations, has been appointed Special Events Producer for the CBS Television Network.

Ted Baldwin, Inc. has announced the following appointments: John R. Markey, VP & assistant to the president in charge of sales; Charles B. Trantum, executive vice-president, executive producer; James Clavell, executive director of domestic production; Alex D'Arcy, director of foreign motion picture production of TV films for US consumption and Arthur Tracy, director of program development.....Walter O. Scanlon has been named Sales Promotion Manager for CBS Television Film Sales. Mr. Scanlon recently was Regional Sales Promotion Supervisor for Alexander Smith, Inc, carpet manufacturers.....John Boesel has been promoted to the newly-created post of Assistant to the Executive, Vice-President, Radio-TV Sales and Service at the A.C. Nielsen Company..... Robert B. Oens, Jr. has joined Lennen & Mitchell as a vice-president & account executive. He was formerly with Young & Rubicam.

FILM DIGEST

MGM TO EXPLOIT FILMS VIA TV PLUGS - Howard Dietz, publicity-advertising vice-president of MGM, has outlined a program for full-scale TV exploitation of its theatrical films, with the studio set to make a series of one-minute "teaser films." During the special meeting at which Dietz outlined the plan to major executives of MGM, some of the film company's new talent performed in a showcase to display their potentialities for television appearances.



ADDITIONAL INFORMATION

The following information was obtained from the records of the FBI, Department of Justice, and the Federal Bureau of Investigation, which are available to the public. This information is being provided for your information and is not to be used for any other purpose.

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"BIG TOWN" FILMS SOLD IN TWO OUTSIDE MARKETS - The Lever Bros film package, Big Town, has been sold by United TV Programs to KING-TV(Seattle) and KPRC-TV (Houston) for local sponsorship in those markets. Under UTP's arrangement with Lever Bros, the series can be sold for screening concurrently with the network telecast in any market not used by Lever, provided it's sold to a non-competing sponsor and is telecast on any night other than Thursday. Ruthrauff & Ryan is the agency for Lever Bros.

ROACH TO FILM JOE E. BROWN SERIES - Joe E. Brown has been signed by Hal Roach, Jr. for a new situation-comedy series which will be entitled The Joe E. Brown Show. The comedian will be seen as a widower with two children and the difficulties arising from his attempts to bring them up properly will form the basis of the comedy series. The half-hour films are scheduled to start production this week.

DUMONT TO DISTRIBUTE ANIMATED CARTOONS - Donald A. Stewart of DuMont's film sales department has announced that the department will distribute a series of fifteen-minute animated cartoons made especially for television. Produced by Harry S. Goodman Productions, the Streamlined Fairy Tales, presenting modern versions of old favorites, include such stories as "The Three Little Pigs," "Jack and the Beanstalk," "Sleeping Beauty," "Little Red Riding Hood" and numerous others.

STERLING TELEVISION CREATES STOCK SHOT DIVISION - Saul J. Turell, president of Sterling Films, has announced the formation of a separate Stock Shot division which will draw against Sterling's two million feet of general film materials for specialized backgrounds catering to TV stations, producers, ad agencies and other film users. Special emphasis is being placed on film footage adaptable for Sports, News, Commercials and Live Show backgrounds.

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COMMERCIALS PRODUCTION

CARAVEL FILMS(NY) - 2 (90"), 3 (60") & 2 (20") completed for American Tobacco(Lucky Strike) thru BBD&O; LA with DR, LS, VO & M. For Network Program.

SCREEN GEMS(NY) - 2 (30") completed for National City Bank of NY thru BBD&O for Local Spot; LA with DR.  
6 (60") completed for General Tires(Tubes) thru D'Arcy for Nat'l Spot; LA with VO.  
2 (60") & 2 (20") completed for Procter & Gamble(Cheer Soap Flakes) thru Young & Rubicam for Nat'l Spot; FA & LA with DR.

TRANSFILM(NY) - 6 (60") completed for R.J.Reynolds (Camel Cigarettes) thru Wm Esty for Local Spots; LA with DR.  
3 (30"), 3 (75") & 3 (90") completed for Procter & Gamble(Tide) thru Benton & Bowles for Nat'l Spot; LA with DR.  
2 (60") completed for Kreislser Watch Bands thru Hirshon-Garfield for Net Program("Tales of Tomorrow"); LA with VO.  
8 (60") completed for Best Foods(Nucoa Margarine) thru Benton & Bowles for Nat'l Spot; LA with VO.

CODE: FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action;  
LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.



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THESE ARE THE TWO MOST IMPORTANT FACTS IN THE HISTORY OF THE UNITED STATES. THE FIRST IS THE FACT THAT THE UNITED STATES IS A DEMOCRACY. THE SECOND IS THE FACT THAT THE UNITED STATES IS A NATION OF FREE MEN.

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THE UNIVERSITY OF CHICAGO  
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ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED  
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PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		

FRIDAY MARCH 21

<u>Dick Tracy(film)</u> (Ralph Byrd)	WABD 7:30	<u>Tess And The Smugglers</u> - with Martin Dean, Don Harvey, Don Brodie, George Pembroke, John Halloran
<u>Twenty Questions</u> (Bill Slater)	DuM 8pm	Geraldine Fitzgerald
<u>RCA Victor Show</u> (Dennis Day)	NBC 8pm	Jack Benny (FROM HOLLYWOOD)

\*\*\*\*Other shows on this date were listed in last week's issue.

SATURDAY MARCH 22

<u>Whistling Wizard</u> (Baird Puppets)	CBS 11am	Sono Osato
<u>Betty Crocker</u>	ABC 11:30am	Audrey Hepburn, Robert Sterling
<u>Nick Kenny</u>	NBC 3:45	Jimmy Atkins, Captain Video, 6 members of PAL
<u>BC Symphony</u>	NBC 6:30	Katharine Cornell, intermission speaker
<u>Wild Bill Hickok(film)</u> (Guy Madison)	WABD 6:30	Bill Haade, Len Greer, Wade Crosby, Reed Howes, Jeannie Baird
<u>Ken Murray</u>	CBS 8pm	Sonja Henie, Tony Curtis, Coleen Gray, Bill Williams, Virginia O'Brien, Ramon Navarro, Florian Zabach, Sunny Gale(S), Yonley(C), Park & Clifford(acro), Members of NYC Ballet
<u>All Star Revue</u> (Jimmy Durante)	NBC 8pm	Margaret Truman, Eddie Jackson, Jack Roth, Jules Buffano, Candy Candido (FROM HOLLYWOOD)
<u>Faye Emerson</u>	CBS 9pm	<u>Mail Town</u> - with Mel Torme, Portia Nelson, Kirkwood & Goodman
<u>Your Show Of Shows</u> (Sid Caesar)	NBC 9pm	Virginia Grey, MC; Jan Pierce, guest; Caesar & Coca return
<u>Songs For Sale</u> (Steve Allen)	CBS 9:30	<u>Guest Singers</u> : Joan Edwards, Ink Spots, Richard Hayes; <u>Judges</u> : Ben Barton, Frank J. Coots, Eileen Barton, Charles Kanter, Nick Kenny
<u>Dagmar's Canteen</u>	NBC 12:15	Air Force Sgt. Howard Mandell(singer from Jackson Hts)

SUNDAY MARCH 23

<u>Teatro Televisione</u> (Italian Drama)	WOR 2pm	<u>Ma Guarda Chi Si Vede</u> - by Franco Lalli; with Giulio Amauli, Silvana Sierra, Renzo Renzi, Isa Maurino, Larry Bruzzese
<u>See It Now</u>	CBS 3:30	Laurence Olivier, Vivien Leigh, Sen. William Benton
<u>TV Recital Hall</u>	NBC 3:30	Benno Moiseiwitsch



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SUNDAY MARCH 23(Cont'd)

<u>Hllmk Hall Of Fame</u> (Sarah Churchill)	NBC 4:30	<u>Harriet Quimby</u> - by Nelson Gidding; with Miss Churchill Alexander D'Arcy, Rusty Lane, John Martone, Kem Dibbs, John Gerstad, Harry Mehaffey
<u>CBS-TV Workshop</u>	CBS 4pm	<u>Gallow's Tree</u> - by Halsted Wells; with Geraldine Fitzgerald, Frederic Worlock, Russell Hardie, Elizabeth Johnston, Steffi Shaw, Madeleine Sherwood, Norman Rose, Charles Messinger, Gwilym Williams; Dir: Bob Stevens
<u>Meet The Press</u>	NBC 4pm	Sen. Harry F. Byrd
<u>Man Of The Week</u>	CBS 5pm	Sen. Leverett Saltonstall
<u>Lamp Unto My Feet</u>	CBS 5:30	<u>In The Beginning</u> - by Allan Sloane; with David Roth, Nelson Olmstead, Priscilla Amidon, Lynn Loring
<u>Meet The Masters(film)</u>	NBC 5:30	Artur Rubenstein
<u>Mr I Magination</u> (Paul Tripp)	CBS 6pm	<u>The Three Musketeers</u> - adapt by Rosemary Foster; with Richard Trask
<u>Sam Levenson</u>	CBS 6:30	Mr. & Mrs. Arnold Stang
<u>Royal Showcase</u> (George Abbott)	NBC 7pm	Fred Allen, Nancy Andrews, Minerva Pious, Kenny Delmar, Peter Donald, Parker Fennelly
<u>This Is Show Bus.</u>	CBS 7:30	Harvey Stone, John Juliano(S)
<u>Poast Of The Town</u> (Ed Sullivan)	CBS 8pm	Rex Harrison, Lilli Palmer, Lew Parker, Virginia Grey, Eddie Fisher, Jackie The Acrobat, Texas Tommy & Baby Doll(pony act)
<u>Colgate Comedy Hour</u> (Martin & Lewis)	NBC 8pm	Danny Lewis(Jerry Lewis' father)
<u>Arthur Murray</u>	ABC 9pm	Lauritz Melchior, Lenny Kent
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>The Fine Art Of Murder</u> - by Bob Corcoran; with Barbara Joyce, Phil Sterling, Joseph Holland, John Seven
<u>Philco Playhouse</u>	NBC 9pm	<u>The Best-Laid Schemes</u> - by Joseph Liss; with Joseph Buloff, Eileen Heckart, Wolfe Barzell, Billy Sands, Joe Maross, Andy Duggan, Ward Costello, Robert Allen, Phil Leeds, Larry Newton, Elizabeth Watts, John Boruff; Dir: Delbert Mann
<u>Plainclothesman</u> (Ken Lynch)	DuM 9:30	<u>Double Trouble</u> - with Marya Saunders, Carol Omhart, Bill Franklin, Stanley Franklin, Charles Jordan, Louis Thomelello
<u>Celebrity Time</u>	CBS 10pm	Guests: Peter Lorre, Patricia Morison; <u>Sketch Bits</u> : Leslie Litomy, David McKay, Sandra Ann Wigginton, Joe Fallon, John Butler Dancers, Count Reno(cyclist)
<u>Cameo Theater</u>	NBC 10:30	<u>The Heart Is Young</u> - by James Truex; with Roy Fant, Marie Kenney, Barbara Townsend, Robert Bolger, Margaret Burlen, Thomas McDermott, Thomas Heaphy, Frank Daly







MONDAY MARCH 24

<u>Harry Moore</u>	CBS 1:30	Yonley(C)
<u>Mel Torme</u>	CBS 2:45	Susan Reed
<u>Ralph Edwards</u>	NBC 3:30	Alice White (FROM HOLLYWOOD)
<u>Kate Smith</u>	NBC 4pm	Cabot & Dresden(D), Joey Faye, Jack Albertson, Herbie Faye, Eddie Hanley, Teen-age segment
<u>Magic Cottage</u> (Pat Meikle)	DuM 6pm	<u>Spring Jumps At Jack Frost</u> - with Harry Townes, Skedje Miller
<u>What's Playing</u>	WJZ-TV 6:45	John Conte replaces Maggi McNellis
<u>H'wood Screen Test</u>	ABC 7:30	Roddy McDowell, guest, in <u>Blind Victory</u> - with Claude Borelli, Robert Fletcher
<u>Dark Destiny</u>	WOR 7:30	<u>Murder By Proxy</u> - with Connie Lembcke, Richard Coogan, Clifford Carpenter, Jack Curtis, Sidney Paul
<u>Perry Como</u>	CBS 7:45	Rosemary Clooney
<u>Lux Theater</u>	CBS 8pm	<u>Julie</u> - by John Taintor Foote; with Miriam Hopkins, Jerome Cowan, Loretta Day; Dir: Fielder Cooke
<u>Voice Of Firestone</u>	NBC 8:30	Roberta Peters
<u>Lights Out</u>	NBC 9pm	<u>Another Country</u> - by Ruth & Gregory Morton; with Yvonne deCarlo, Stefan Schnabel, Gregory Morton, Tom Avera, Richard Abbott, Patricia Remick; Dir: G Lockwood
<u>It's News To Me</u>	CBS 9:30	Cedric Hardwicke, Nina Foch, Anna Lee, John Faulk
<u>Robert Montgomery</u>	NBC 9:30	<u>Claire Ambler</u> - by Booth Tarkington, adapt by Adrian Spies; with Peggy Ann Garner, Isobel Elsom, Gene Lyons, Alan Marshall, Anthony Dawson, Zolya Talma, Margalo Gilmore, Alan Shayne, Donald Symington, Pat Breslin, Alan Tower, Julio Vincent, Mary Barclay, Jean Howell, Robert DeCost, Victor Harrison, Perry Fiske, William Berrian; Dir: Norman Felton
<u>Studio One</u>	CBS 10pm	<u>Miss Hargreaves</u> - by Sumner Locke-Elliott, from story by Frank Baker; with Mary Wickes, Stella Andrew, Murray Matheson, Rita Vale, Robert Duke, Michael McAloney, Gloria Stroock Melville Cooper, Phillippa Bevans, Audrey Ridgewell, Salem Ludwig; Dir: Franklin Schaffner
<u>Who Said That</u> (Net except WNBT)	NBC 10:30	H.V. Kaltenborn, Ilka Chase, Howard Duff (SEEN VIA KINESCOPE ON WNBT SAT MAR 29)

TUESDAY MARCH 25

<u>Woman's Club</u> (Julann Caffrey)	DuM 12pm	Cornelia Otis Skinner
<u>It's A Problem</u> (Fannie Hurst)	NBC 12:30	<u>Gadget World</u> - with Jan Struther, Mark McClosky
<u>Garry Moore</u>	CBS 1:30	Carol Lane(travel authority), Noonan & Marshall(C)



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TUESDAY MARCH 25(Cont'd)

<u>Mel Torme</u>	CBS 2:45	Orson Bean(C), Elaine Dunn(D)
<u>Kate Smith</u>	NBC 4pm	Reginald Kell Players, Harry Bellafonte(S), Fashions
<u>Trapped</u>	WOR 7:30	<u>Sun In Gloom Alley</u> - with John McLiam, Allan Frank, Vince O'Brien, Marian Cleveland
<u>Stork Club</u>	CBS 7:45	Helmut Dantine, Julie Stevens
<u>Frank Sinatra</u>	CBS 8pm	Cast not set at press time
<u>Texaco Star Theater</u>	NBC 8pm	Mickey Rooney, Georgia Gibbs, Florence Desmond
<u>Met Opera Auditions</u>	ABC 8:30	Second group of semi-finalists
<u>Keep Posted</u>	DuM 8:30	Sen. H. Alexander Smith, Sen. Homer Ferguson
<u>City Hospital</u> (Melville Ruick)	CBS 9pm	<u>Skin Deep</u> - with Helen Donaldson, Michael Ingram, Beverly Whitney
<u>Battle Of The Ages</u> (John Reed King)	DuM 9pm	<u>Vets</u> : Joe Howard, Milbourne Christopher; <u>Youth</u> : Joey Sheppock(S), Harrison & Fisher(D)
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>Hurry, Hurry</u> - by William R. Cox & Margaret Buell, from story by Mr. Cox; with George Reeves, Mary Castle, Raymond Hatton, Francis Ford, Pamela Duncan, Maggie Wells, Charles Watts, John Frank, "Killer" Karl Davis
<u>Suspense</u>	CBS 9:30	<u>The Mystery Of Edwin Drood - Part II</u> - by Charles Dickens, adapt by Halsted Wells; with John Baragrey, Susan Douglas, Betty Sinclair, Elizabeth Johnston
<u>Armstrong Theater</u>	NBC 9:30	<u>High Ground</u> - by Elizabeth Hume; with Noel Leslie, Carol Wheeler, Grant Richards, Mark Allen, Lucile Benson, Oswald Marshall, Joe Maross, Gladys Klark, Donald Bain; Dir: Ted Post
<u>Danger</u>	CBS 10pm	<u>The Hero</u> - by Paul Monash; with Steven Hill, George Tyne, Bobby Santon, Kathleen Comegys, Paul Ford
<u>Not For Publication</u> (Jerome Cowan)	DuM 10pm	<u>Collins On The Rocks</u> - by Harold J. Taub; with Dorothy Malone, Morton L. Stevens, Adriane Wager

WEDNESDAY MARCH 26

<u>It's A Problem</u> (Helen Parkhurst)	NBC 12:30	<u>Children's Fears</u> - with Mrs. Elinor Zaki, Dr. Mary Fisher Langmuir
<u>Garry Moore</u>	CBS 1:30	Borrah Minnevitich, Kirkwood & Goodman
<u>Mel Torme</u>	CBS 2:45	Peggy Ann Garner, Richard Hayes
<u>Kate Smith</u>	NBC 4pm	Roland Young, Irving Fields Trio, Condos & Brandow(D)
<u>Terror</u>	WOR 7:30	<u>The Hard Way</u> - by John Gay; with Henry Beckman, Harry Jackson, Everett Chambers, Bartle Doyle, Harry Pederson
<u>Kate Smith Evening</u>	NBC 8pm	Paul Kelly, Grand Ole Opry group, Ethel & Albert







WEDNESDAY MARCH 26(Cont'd)

<u>Kraft Theater</u>	NBC 9pm	<u>The Rugged Path</u> - by George Shiels; with Dan Morgan, E.G. Marshall, Carmen Mathews, Jean Casto, Philip Kenneally, Andre Wallace, Mark Cramer, Mildred Clinton, Don Briggs, Edgar Stehli, Gaye Jordan, Ray Boyle; Dir: Stanley Quinn
<u>The Web</u>	CBS 9:30	<u>Nemesis</u> - by Marie Baumer; with Edmon Ryan, Robert Keith Jr, Allan Devitt, Frances Helm, David Kerman, Tom Gorman; Dir: Herbert Hirschmann
<u>Pulitzer Playhouse</u>	ABC 10pm	<u>Robert E. Lee</u> - by Douglas Southall Freeman, adapt by H.R. Hays; with Robert Keith, Ilka Chase, Ann Jackson, Sandy Horne, Robert Pastene, Bruce Gordon, Clay Clement, Sidney Poitier, G. Albert Smith, William Darrid, Richard Sanders, Roy Fant, Vincent Beck, Victor Thorley, William Layton, John Glendinning

THURSDAY MARCH 27

<u>Garry Moore</u>	CBS 1:30	Cornelia Otis Skinner, Duke Of Paducah(C)
<u>Eloise Salutes</u>	WPIX 2:15	Roddy McDowall (SEEN VIA KINESCOPE ON WCBS-TV SUN APR 6 at 11:15pm)
<u>Mel Torme</u>	CBS 2:45	George De Witt(C)
<u>Kate Smith</u>	NBC 4pm	Odette Myrtil, Colgate Univ. Glee Club, Hoctor & Byrd
<u>Press Conference</u>	WOR 7:30	Robert K. Christenberry
<u>Stork Club</u>	CBS 7:45	Harold Lang, Joan Blondell
<u>T-Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Million Dollar Wash</u> - by Abe Ginnes; with Joe Silver, Howard Weirum, John Buckwalter, Hal Currier, Maurice Gosfield, Ely Segall, Norma Francis
<u>Big Town</u> (Pat McVey)	CBS 9:30	Script by Charles Robinson; with Cara Williams, Bert Thorn, Jack Weston, Frances Lynn, Ruth Conley, Ed Cooper, Lydia Perara (LAST LIVE SHOW, ON FILM FROM HWOOD STARTING APRIL 3)
<u>Ford Festival</u> (James Melton)	NBC 9:30	Jan Murray subs for Melton today; Diana Lynn, Dorothy Warenskjold
<u>Racket Squad(film)</u> (Reed Hadley)	CBS 10pm	<u>Staff Of Life</u> - with Paul Burns, Peter Adams, Don Dillaway, Harry Carey Jr, Fran Lindsey
<u>Charlie Wild</u> (John McQuade)	DuM 10pm	<u>The Barber's Daughter</u> - with Rock Rogers, Rita Gam, Abe Simon, Lewis Charles
<u>Martin Kane</u> (Lloyd Nolan)	NBC 10pm	Jock MacGregor, Gene Baxter, Edith King, Richard Purdy
<u>Crime Photographer</u> (Darin McGavin)	CBS 10:30	<u>Second Chance</u> - by Ben Radin; with Katherine Bard, Johnny Kane, Sylvia Field, Virginia Downing, Andy Duggan, Joe Sullivan
<u>Author Meets Critics</u>	DuM 10:30	<u>U.S.A. Confidential</u> - with authors Jack Lait & Lee Mortimer as pro-critics, Virgilia Peterson & James A. Wechsler as anti-critics



1. On 10/10/50, the following information was received from the [redacted] office regarding the [redacted] case.

2. The [redacted] office has advised that the [redacted] individual is currently residing at [redacted] address.

3. It is noted that the [redacted] individual has been in contact with [redacted] individuals in the [redacted] area.

4. The [redacted] office is currently conducting an investigation into the [redacted] matter.

5. The [redacted] office has advised that the [redacted] individual is currently residing at [redacted] address.

6. The [redacted] office is currently conducting an investigation into the [redacted] matter.

7. The [redacted] office has advised that the [redacted] individual is currently residing at [redacted] address.

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10. The [redacted] office is currently conducting an investigation into the [redacted] matter.

11. The [redacted] office has advised that the [redacted] individual is currently residing at [redacted] address.

12. The [redacted] office is currently conducting an investigation into the [redacted] matter.

13. The [redacted] office has advised that the [redacted] individual is currently residing at [redacted] address.



FRIDAY MARCH 28

<u>Kate Smith</u>	NBC 4pm	Blanche Yurka, Leontine Price(S), Mario & Florio(D), Russ David(pianist KSD-TV St. Louis)
<u>RCA Victor Show</u> (Ezio Pinza)	NBC 8pm	Mr. Pinza sings the entire death scene from Moussorg- sky's opera "Boris Goudonov", with Nicola Moscona(bass & Alessio de Paolis(tenor); Stager: Victor Andoga; Sets: Ted Cooper; there will be no break for commercial announcements
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 8:30	Rita Morley, Eugene Stuckman, Anthony Rivers, Henry Lascoe, Lee Krieger, Harry Davis
<u>We, The People</u>	NBC 8:30	Al Capp, Eliot Freedman(artist), Joe Press(quadruplegic businessman), Michael Della Rocca(cobbler-impresario)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Grandma Moses</u> - adapt by David Shaw from the auto- biography; with Lillian Gish, Denise Alexander, Jane Alexander, Georgianne Johnson, Sidney Smith, Harry Hess, Cele Mc- Laughlin, Jonathan Marlowe, Florence Sundstrom, Charles Lee Saari, Pamela Fitzmaurice, Juda Rowland, Clifford Sales, Catherine Cos- griff, Duane Deering, Anita Webb, Earl George; Prod-Dir: William H. Brown Jr.
<u>Big Story</u>	NBC 9pm	<u>Ray Maxwell, Des Moines Register &amp; Tribune</u> - adapt by Alan Chase;with Herbert Nelson, Si Oakland, Lou Polan, Jack Bittner, Ken Konopka, Joe Mantell, Robert Carricart, John Fiedler, Elizabeth Dillon
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>Flight Overdue</u> - by David Davidson, from an idea by Jim Lister; with Veronica Lake, Walter Brook, Mary Stewart MacDonald, Leonore Shanewise, Tom Conroy
<u>Cavalcade Of Stars</u>	DuM 10pm	Connie Haines, Stuart Harris(S)

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T A L E N T      L O C A T O R      S E R V I C E      March 23, 1952

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<u>JOHN BARRYMORE JR.</u> film juve in NY for next Ken Murray show	<u>JACKIE KANNON</u> comic current Latin Quarter - AGT: Wm Morris JU 6-5100
<u>PHIL BRITO</u> singer avail TV - AGT: Abe Feinberg CO 5-7070	<u>LENNY KENT</u> - AGT: Wm Morris
<u>TONY BENNETT</u> singer in NYC for TV	<u>KAREN LINDGREN</u> returned from Boston run of "Salt Of The Earth"-AGT: Barry Brooks BR 9-1958
<u>CARL BRISSON</u> - AGT: MCA PL 9-7500	<u>DEAN MURPEY</u> comic in NY for TV - AGT: Assoc Booking PL 9-4600
<u>JEAN DESSES</u> French fashion designer arrived from Europe	<u>JACK NORTON</u> comic in NY for TV - AGT: Abe Feinberg CO 5-7070
<u>EDDIE DOWLING &amp; DUBLIN PLAYERS</u> avail TV - CON: Abe Feinberg CO 5-7070	<u>CLAUDE RAINS</u> returns from Europe mid-June - AGT: Joe Magee, Wm Morris
<u>JUDITH EVELYN</u> - CON: Arnold Weissberger PL 9-0800	<u>FRANK SINATRA</u> in NY for TV, Para date & promotion on UI film "Meet Danny Wilson" CON: Al Mendelssohn U-I PL 9-8000
<u>SONJA HENIE</u> NOW IN NYC	<u>JEROME THOR</u> "Foreign Intrigue" lead from Europe mid-April - AGT: Eleanor Kilgallen MU 8-6900
<u>JEROME HINES</u> Met Opera basso - AGT: NCAC PL 9-6000	<u>KENT SMITH</u> - AGT: Peter Witt PL 9-7966
<u>ANNE JEFFREYS</u> current "3 Wishes For Jamie" PRESS: Karl Bernstein CI 6-0427	



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THE NEWS  
The news of the day is that the government has decided to increase the tax on tobacco. This move is expected to raise revenue for the state and to discourage smoking. The tobacco industry, however, is opposed to the plan, claiming that it will hurt the economy. The government insists that the benefits of the tax outweigh the costs.

THE NEWS  
In a surprise move, the local council has elected a new mayor. The incumbent, who had served for two terms, was defeated by a challenger who has been in the community for many years. The new mayor promises to focus on improving the city's infrastructure and creating more jobs. The council also passed a resolution to support the city's bid for a new stadium.

THE NEWS  
The annual festival in the park is a huge success. Thousands of people gathered to enjoy the music, food, and games. The organizers reported that the event was the most popular in the city's history. The festival also raised a significant amount of money for the local charity. The community is proud of the turnout and the positive impact of the event.

THE NEWS  
The police department has announced a new initiative to reduce crime in the city. The plan involves increasing patrols in high-crime areas and implementing a community policing strategy. The department hopes that this will lead to a safer environment for residents. They also launched a campaign to encourage citizens to report suspicious activity.

THE NEWS  
The school district has announced that it will be closing several schools due to budget cuts. This decision has caused concern among parents and teachers. The district officials claim that the move is necessary to maintain the quality of education. They are working to find alternative solutions to the problem.

THE NEWS  
The city has received a grant from the state to fund a new project. The grant will be used to develop a new park area in the city center. The project is expected to be completed within the next few months. The city is excited about the potential for a new recreational space for its residents.

THE NEWS  
The local business community has organized a fundraising event to support the city's sports team. The event will feature a variety of activities, including a charity auction and a live performance. The organizers hope to raise enough money to purchase new equipment for the team.

THE NEWS  
The city council has passed a resolution to support the city's bid for a new stadium. The resolution states that the city will provide the necessary infrastructure and funding for the project. The council also expressed its confidence in the city's ability to win the bid.

THE NEWS  
The police department has announced that it will be implementing a new system of rewards for citizens who provide information about crimes. The system is designed to encourage more people to get involved in solving crimes. The department hopes that this will lead to a higher rate of successful investigations.

THE NEWS  
The school district has announced that it will be implementing a new curriculum for its schools. The new curriculum is designed to be more comprehensive and to better prepare students for the future. The district is working to ensure that all schools are equipped to handle the new curriculum.

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MARCH 30 - APRIL 5, 1952

VOL. 3 NO. 13

SUPPLEMENT E

NEWS ED: David B. Graham  
TALENT ED: Gordon Leigh  
BUS. MGR: Darryl A. King

# Ross Reports

## ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910  
6087 Sunset Blvd. • Hollywood 28 • Hillside 1100

Wallace A. Ross, Publisher

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### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(30)

NBC(Ch4) - 6:30-7pm; RETURN; Those Endearing Young Charms; from WNBQ(Ch1) to the net; Sustaining; Producer-Director - Ben Park WNBQ; Writer - Bill Barrett; comedy program returns for two weeks only in this time spot after a two month absence.

#### Mon(31)

CBS(Ch2) - 9:30-10pm; NETWORK CHANGE; Claudia: The Story of a Marriage; from WCBS-TV to 20 sta & 9 kine; Sponsor - General Foods(Swansdown Cake Mixes thru Young & Rubicam & Instant Maxwell House thru Benton & Bowles) Pkgr-Prod - Carol Irwin; Dir - William Brown Meloney; Scripts - Dougherty Brown(based on the Rose Franken stories); Sets - Jack Venza; Joan McCracken and Hugh Reilly star; program debuted on NBC-TV Jan 6.

NBC(Ch4) - 3:30-4pm; NEW TIME; Ralph Edwards Show; from KNBH(Hollywood) to the net; Sustaining; Prod - Ralph Edwards; Dir - Cal Howard; Show, which debuted January 14 as three-time-a-week program, will be seen across-the-board from this date.

9-9:30pm; HIGHLIGHT; Today; from WNBH to the net; Sustaining; Exec Prod - Mort Werner; Dave Garroway as 'Communicator' in a one-time night-time showing of his early morning news show. Lights Out returns April 7 as a sustaining show.

#### Tue(1)

CBS(Ch2) - 8-9pm; LAST SHOW; Frank Sinatra Show; from WCBS-TV to the net; Sustaining; Exec Prod - Marlo Lewis; Sinatra's program returned October 9 after summer hiatus. Out There, another CBS sustainer, replaces Sinatra April 8 in this time slot.

9:30-10pm; HIGHLIGHT; New York Automobile Show; from WCBS-TV to 23 sta & 8 kine; Sponsor - Electric Auto-Lite thru Cecil & Presbrey; Ken Murray will act as MC at the special preview of New York's first collective automobile showing since 1940. Royce G. Martin, President of Auto-Lite, will also appear on the telecast, which is in place of Electric Auto-Lite's Suspense on this date.

11:30-11:45pm; HIGHLIGHT; Wisconsin & Nebraska Primaries Results; from WCBS-TV to the net; Sustaining; Prod - David Zellmer CBS; Dir - Don Hewitt; Douglas Edwards will be commentator on program which will have special films of the Wisconsin & Nebraska primaries together with an analysis of the results.



RECEIVED 11/11/1964  
 Mr. Tolson  
 Mr. DeLoach  
 Mr. Mohr  
 Mr. Bishop  
 Mr. Casper  
 Mr. Callahan  
 Mr. Conrad  
 Mr. Felt  
 Mr. Gale  
 Mr. Rosen  
 Mr. Sullivan  
 Mr. Tavel  
 Mr. Trotter  
 Mr. Tele. Room  
 Mr. Holmes  
 Miss Gandy

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1. The following information was obtained from the records of the Department of the Interior, Bureau of Land Management, regarding the land owned by the United States in the State of California:

1. The following information was obtained from the files of the Department of the Interior, Bureau of Land Management, regarding the land owned by the United States in the State of Nevada:

1. The following information was obtained from the files of the FBI, New York, dated 10-1-57 - (NY 100-100000) -  
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1. The first part of the report is a general statement of the purpose of the study and the scope of the work.



THIS WEEK(Cont'd)

Wed(2)

ABC(Ch7) - 9:30-10pm; DEBUT; Crossfire; from WMAL-TV(Wash) to the net; new panel program will have Gunnar Beck as moderator, with Elmer Davis Bert Andrews and Martin Agronsky as permanent panelists, and a guest panelist each week. The panel will question a top government official, legislator, military or public figure appearing on the program.

CBS(Ch2) - 4-4:30pm; HIGHLIGHT; Arrival of Queen Juliana; from WTOP-TV(Wash) to the net; Sustaining; CBS will cover the arrival of Queen Juliana of the Netherlands at the Washington National Airport, and her greeting there by President and Mrs. Truman and members of the Cabinet.

NBC(Ch4) - 10-10:30pm; DEBUT; I Confess(tentative title); from WNBT to 18 sta & 15 kine; Sponsor - Hazel Bishop Lipstick thru Raymond Spector; Pkgr - Raymond Spector; Agcy Superv - Joel Spector; Prod-Dir - Albert McCleery NBC; new series will be dramatizations of true life stories. Sponsor has dropped alternate week of Cameo Theater.

10:30-11pm; HIGHLIGHT; The Passover Story; from WNBT to the net; Sustaining; Prod - Milton Krentz, Jewish Theological Seminary & Doris Ann NBC; Dir - Martin Hoade; Writer - Morton Wishengrad; the program will present a dramatic and musical enactment of a Passover Seder Service, a family observance in which the head of the household relates the story of Moses and the exodus of the Jews from Egypt; Milton Katims will conduct the choir in music arranged by Milton Kaye.

Thu(3)

ABC(Ch7) - 9-9:30pm; LAST SHOW; Herb Shriner Time; from WJZ-TV to 13 sta & 23 kine; Sponsor - Cluett, Peabody(Arrow Shirts, Ties) thru Young & Rubicam; Prod-Dir - Ashmead Scott; Shriner show debuted Oct 11.

CBS(Ch2) - 9:30-10pm; "LIVE" TO FILM CHANGE; Big Town; from WCBS-TV to 25 sta plus 6 spots; Sponsor - Lever Bros thru Ruthrauff & Ryan; program was "live" show since October, 1950. Film Prod - Jack Gross & Phil Krasne; Dir - Charles Haas & E.A. Dupont(alternate); Asst Dir - Frank Derlow; Camera - John Boyle; Film Superv - Sherman Rose; Pat McVey continues as "Steve Wilson", with Jane Nigh taking over as "Lorelei". Filmed in Hwood.

NBC(Ch4) - 12:30-1pm; HIGHLIGHT; Queen Juliana's Address to Congress; from WNBW(Wash) to the net; Sustaining; NBC will televise the speech by Queen Juliana of the Netherlands to a joint session of Congress.

Fri(4)

CBS(Ch2) - 8:30-9pm; NEW TIME; My Friend Irma; from KNXT(Hollywood) to 13 sta & 19 kine; Sponsor - R.J.Reynolds(Cavalier Cigarettes) thru Wm Esty; program debuted in January, was seen Tuesday 10:30-11pm. Man Against Crime, formerly in this slot, now Thursday 9-9:30pm. It's News to Me, formerly seen Monday 9:30-10pm, moves to Friday 9:30-10pm.

10-10:30pm; DEBUT; Police Story; from WCBS-TV to 13 sta plus 14 kine; Sponsor - Pearson Pharmacal("Ennds" Chlorophyll Tablets & Eye-Gene Eye Drops) thru Harry B. Cohen; Pkgr - Bernard Prockter; Prod - Jerome Robinson at Prockter; Dir - David Pressman CBS; Writers - Jack Bentkover, Max Ehrlich & others; Narrator - Norman Rose; new weekly crime series based on actual cases. Sponsor has dropped Hwood Opening Night on ABC.















THIS WEEK(Cont'd)

Fri(4)

CBS(Ch2) - 10:30-11pm; DEBUT; Presidential Timber; from WCBS-TV to the net; Sustaining; Prod - David Zellmer; Dir - Don Hewitt; new program is designed to give each of the declared candidates for Presidential nominations in both parties an opportunity to present his case, with order of appearance decided by drawing of straws; present line-up has Sen. Kefauver on first program, followed by Sen. Taft, Gov. Warren, Harold Stassen, Gen. Eisenhower (or spokesman, if the General is still in Europe), Sen. Richard Russell and Sen. Robert S. Kerr.

SPONSOR ACTIVITY

GILLETTE SAFETY RAZOR thru Maxon will sponsor the telecast of the Kentucky Derby over the CBS Television network on May 3.

MINUTE MAID thru Ted Bates drops Wednesday sponsorship of the Gayelord Hauser Show (ABC-TV Wed & Fri 1-1:15pm) after the program of April 23. ABC will drop the Friday sustaining edition after the April 25 telecast.

BURLINGTON MILLS (Cameo Hosiery) thru Hirshon-Garfield, drops sponsorship of The Continental (CBS-TV Tu & Th 11:15-11:30pm) after the April 17 telecast.

PITTSBURGH BREWING thru Smith, Taylor & Jenkins(Pitts) has purchased the Files of Jeffrey Jones mystery series for showings on WDTV(Pitts) effective April 18.

NYC LOCAL STATION ACTIVITY

WCBS-TV - Special Films March 30 & April 6; Two Army-produced documentary films, "The Story of M.D.A.P" and "Soldiers of Freedom" will be shown on WCBS-TV on Sunday, March 30 & Sunday, April 6 respectively, replacing for those 2 weeks the Army-produced "The Big Picture" (2-2:30pm).

WJZ-TV - Report to the American People; 12midnight Tuesday, April 1; Special film summarizes Gen. Eisenhower's report on the progress of Western Europe's buildup in the first year of his activated Supreme Allied Command.

WOR-TV - Special Panel Discussion; Thursday April 3 8:30-9pm; "Why A Million American Communists?" will be the topic for a panel discussion which will be moderated by Father J. Franklin Ewing, S.J., assistant to the President of Fordham University; four leading ex-Communists will be on the panel, including Louis F. Budenz, Benjamin Gitlow, Howard Rushmore and Manning Johnson; presented by WOR in cooperation with the Institute of Contemporary Russian Studies at Fordham University.

HOLLYWOOD LOCAL STATION ACTIVITY

KECA-TV - All Nations Television Symphonies; DEBUT March 26; Wed 10-10:30pm; film series produced in Italy with the Santa Cecilia Symphony Orchestra will have narration by Milton Cross; Internat'l News Service is the distributor of the concert series.

KTTV - Life Is Worth Living; DEBUT April 6; Sun 1:30-2pm; Sustaining; Producer - Archdiocese of New York; Director - Frank Bunetta, DuMont; Bishop Fulton J. Sheen, Catholic leader, conducts a "spiritual workshop & clinic" based on problems and questions put to him in the past twenty years. Program debuted on WABD(New York) on February 12.



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## NEWS DIGEST

NBC, CBS TO ROTATE CONVENTION COVERAGE ON NEW CABLE LINK - AT&T has announced that convention coverage to the eight new cable cities will be divided between NBC(Philco) & CBS(Westinghouse). As of July 1, only five of the total sixty-four markets will not be connected to the cable, while 99% of all TV receivers will be serviced.

"LUCY" TOPS NIELSEN NYC AREA RATINGS - For the four weeks ending March 8, Nielsen rated the top ten evening, once-a-week programs in the New York area (within a 50-mile radius of NYC) as follows: I Love Lucy 53.1; Arthur Godfrey's Talent Scouts 48.2; Your Show of Shows(Reynolds) 44.8; Colgate Comedy Hour 44.8; Your Show of Shows (Participating) 42.2; Texaco Star Theater 40.2; Big Town 37.5; Fireside Theater 37.5; You Bet Your Life 35.9 and Red Skelton 35.7.

MANUFACTURERS OBJECT TO LIMITED COMMERCIAL TIME - National and local advertisers went on record last week as opposed to the commercial time limit imposed by the new TV code. Don Nathanson, director of advertising and public relations for Toni, said he had asked a member of the Assn of Nat'l Advertisers recently why a national advertiser with an expensive program should have only three minutes of commercial time for a half-hour program, while sponsors of less expensive shows get as much as six minutes per half-hour on participation shows. ANA refused to take a stand on his question, and passed his letter on to the NARTB. Benjamin J. Green, radio & TV director of Arthur Meyerhoff & Co said that if local retailers were forced to conform to the prescribed time limits they would be forced to give up TV. He added that nationally known products are only promoting brand preference, but when a local sponsor buys a program, he must have more time to do a selling job.

DUMONT OFFERING COORDINATED TV SERVICE - DuMont Laboratories have devised a coordinated program-engineering-sales package to speed development of UHF commercial transmission. Package consists of a 5KW UHF transmitter, comparable in price to VHF, sales promotion of UHF receivers in the new markets, and development of nationally sponsored as well as co-op programs.

PERSONNEL ITEMS: Grayson Lathrop, account executive in NY & John G. Standart, Jr., account executive in Detroit, have been named vice-presidents of Kenyon & Eckhardt.....Byron McKinney, formerly with Calkins & Holden, has joined Fuller & Smith & Ross in charge of TV production.....Robert F. Adams has been appointed an account executive for WABD, DuMont's key station. He was formerly associated with the Raven Advertising Agency in NY.....Leonard De Nooyer has joined the CBS-TV Research Department as a research associate.....Dan Gallagher, former producer and executive director for WPTZ in Philadelphia, has joined WCBS-TV as Associate Program Director with J. Richardson Loughrin added to the Chicago staff of CBS Television Spot Sales as an Account Executive.....United Artists has named Richard G. Drown, Jr. as sales representative for all UA TV series in the New Orleans area. Edward J. Potter will represent UA in San Antonio and Bernard Hendel has been appointed as the Pittsburgh sales representative.

## FILM DIGEST

KINTNER SAYS ABC PLANS FILM PRODUCTION - While testifying before the FCC on the ABC-UPT merger, ABC president Robert E. Kintner said that his network expects to go into production of films for television, and that approximately 50% of its programming will be on film within a year. Saying that Hollywood features are too long for TV and their use causes problems of clearing time on stations, Mr. Kintner made known that ABC's Hollywood acreage will be used to produce film and also to rent the facilities to sponsors to produce product for home TV.



1. The Commission has received information that the following persons have been identified as having been involved in the activities of the Communist Party, U.S.A., in the United States:

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a very long letter, and it contains a great deal of information about the state of the country at that time. It is a very important document, and it is one of the most interesting documents in the collection.

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TRANSFILM PREPARING TV FILM SERIES WITH TOP STARS - The Transfilm company has begun production of 13 fifteen-minute open end films for television, to be known as the Star Performance series, featuring outstanding actors in readings of famous literary works. The first film stars Basil Rathbone reading Robert Louis Stevenson's "The Sire DeMaletroit's Door." Others who have been set for the series include Boris Karloff reading Poe's "The Tell-Tale Heart," Madeleine Carroll for DeMaupassant's "The Diamond Necklace" and Burgess Meredith in a selection from Melville's "Moby Dick."

NEW FILM PACKAGE PLANNED - A new NYC firm, Ely Landau Productions, formed by the former head of TV for the Mogul Agency, will offer stations up to four hours of varied film programs per week on a package basis, with prices pro-rated on the number of shows taken. Landau, claiming that one-and-a-half million dollars will be spent on production during the first nine months, has signed Harold Young and Dan Petrie to direct, with Joseph Liss, Robert Anderson, Joan Alison, David Shaw and H.R. Hays comprising the writing staff.

DUMONT TO DISTRIBUTE NEW FASHION SHORTS - DuMont's film department will distribute a new series of three and one-half minute films, In The Fashion Spotlight, which feature fashions of America's top designers. Produced by Clayton W. Cousens, the films will show the latest creations of such designers as Pauline Trigere, Maurice Rentner, Laddie Northridge, Nettie Rosenstein, Vincent Monte-Sano, Claire McCardell, Mr. John, Ceil Chapman, Adele Simpson, Vera Maxwell and others.

FAIRBANKS RE-RELEASING BIBLICAL FILMS FOR EASTER - Two Jerry Fairbanks hour-long religious productions - "Hill Number One" and "That I May See" - have already been set for re-telecast on 86 different TV stations over the Easter holidays. The programs, which feature Ruth Hussey, Jeffrey Lynn, Gene Lockhart, etc were originally telecast last Easter & last Thanksgiving. They are being made available on a sustaining basis at no charge. A survey of TV executives indicated that sponsorship of these religious subjects would not be in order.

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COMMERCIALS PRODUCTION

AMER FILMS PRODUCERS(NY) - 2 (60") completed for Howard Clothes thru Peck Advertising for Local Spot & Local Program; LA with DR & VO.

SHAMUS CULHANE PROD'NS(NY) - 3 (60") completed for Procter & Gamble(Lilt) for Nat'l Spot thru Biow Agency; LA with DR & VO.

LEWIS SOUND FILMS(NY) - 4 (60") completed for American Safety Razor thru McCann-Erickson for Nat'l Spot; LA with DR.

TRANSFILM(New York) - 3 (60") completed for Best Foods Mayonnaise thru Benton & Bowles for Nat'l Spot; LA with VO.

6 (60") completed for Wonder Bread thru Ted Bates for Nat'l Spot; LA with DR.

6 (95") completed for Rheingold thru Foote, Cone & Belding for Local Spot ("The Unexpected"); LA with DR & VO

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action;  
LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording







PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		

FRIDAY MARCH 28

<u>Dick Tracy(film)</u> (Ralph Byrd)	WABD 7:30	<u>Tracy Is Missing</u> - with Joe Devlin, Don Harvey, Pierre Watkin, Frank Jaquet, Marc Krah
<u>Perry Como</u>	CBS 7:45	Frank Sinatra
<u>Twenty Questions</u> (Bill Slater)	DuM 8pm	Ann Sheridan

\*\*\*\*Other shows on this date were listed in last week's issue.

SATURDAY MARCH 29

<u>Betty Crocker</u>	ABC 11:30am	Diana Lynn, William Prince
<u>Wild Bill(film)</u> (Guy Madison)	WABD 6:30	Ray Hutton, Fred Craham, Terry Frost, Jack Reynolds, Steve Pendelton, Neyle Morrow, Monte Blue
<u>Ken Murray</u>	CBS 8pm	Maria Riva & John Barrymore Jr. in <u>The Unsuspected</u> - by Jean Holloway; Al Capp, Pee Wee King, Virginia O'Brien, Guy Raymond(C), Susan Halloran(S), Fayne & Foster
<u>All Star Revue</u> (Martha Raye)	NBC 8pm	Sarah Churchill
<u>Faye Emerson</u>	CBS 9pm	<u>Mexico City</u> - with Carlos Ramirez
<u>Your Show Of Shows</u> (Sid Caesar)	NBC 9pm	Bill Hayes, MC; Jose Greco & Co, Robert Merrill
<u>Songs For Sale</u> (Steve Allen)	CBS 9:30	<u>Guest Singers</u> : Merv Griffin, Connie Haines, Teresa Brewer, DeMarco Sisters; <u>Judges</u> : Dave Dryer, Paul Tripp, Garry Moore, Kay Swift, Gene Klavan
<u>Dagmar's Canteen</u>	NBC 12:15	Joey Faye, Marine Sgt. William Feldman(S)

SUNDAY MARCH 30

<u>American Inventory</u>	NBC 1:30	<u>Mental Health</u> - by Howard Whitman; with Ray Morgan, Nona Medici, Fran Carlon, Karen Lindgren, James Nolan, Martin Rudy, Eeta Linden, Barbara Karen, Jason Johnson, Floyd Ennis, Philip Hepburn, Kenneth Kraus; <u>Guests</u> : Dr. Robert H. Felix(Dir Natl Mental Health Inst), Howard Whitman(author)
<u>Teatro Televisione</u> (Italian Drama)	WOR 2pm	<u>San Raffaele a New York</u> - by Franco Lalli; with Mario Siletti, Mila Lanza, Gene Luotto, Angela Carabello, Amerigo Nicolosi
<u>TV Recital Hall</u>	NBC 3:30	Eugene List & Carroll Glenn
<u>CBS-TV Workshop</u>	CBS 4pm	<u>Riders To The Sea</u> - by John Millington Synge; with Cathleen Nesbitt, Margaret Phillips, Mary McLeod, James Daly, Whit Bissell; Prod-Dir-Adapt: Norris Noughton
<u>Meet The Press</u>	NBC 4pm	Gov. Adlai Stevenson(Illinois)



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SUNDAY MARCH 30(Cont'd)

<u>Hllmk Hall Of Fame</u> (Sarah Churchill)	NBC 4:30	<u>The Vision Of Father Flanagan</u> - by David Colson Hughes with Dennis Harrison, Leonard Barry, Lou Gilbert, David White, John Klein, Eugene Steiner, Larry Newton, Salvatore Mineo
<u>Man Of The Week</u>	CBS 5pm	Sen. Paul H. Douglas
<u>Lamp Unto My Feet</u>	CBS 5:30	<u>Mr. Harris' Dilemma</u> - by Paul Milton; with Vaughn Taylor, Ethel Everett, John Harvey, Jean Pearson
<u>Mr I Magination</u> (Paul Tripp)	CBS 6pm	<u>Captain Fremont</u> - with Donald Harris
<u>Roy Rogers(film)</u>	NBC 6pm	<u>Ghost Gulch</u> - by Virginia M. Cooke; with Peggy Stewart Dale Van Sickle, Zelda Cleaver, George Lewis, Reed Howes, William Fawcett, I. Stanford Jolley
<u>Sam Levenson</u>	CBS 6:30	Mel Torme & wife(Candy Toxton)
<u>Paul Whiteman</u>	ABC 7pm	Peggy Lee
<u>oyal Showcase</u> (George Abbott)	NBC 7pm	<u>Manhattan Towers</u> - by Gordon Jenkins; with Eddie Foy Jr, Rosemary Clooney, and Barbara Heath, Arthur Partington & Joe Clavan(D); Choreog: Kevin Joe Jonson
<u>This Is Show Bus.</u>	CBS 7:30	Judith Evelyn, Dean Murphy, Toni Arden, Derby Wilson
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Jackie Gleason, Tony Bennett, The Redcaps, Senor Wences, Gloria Swanson & her protege John Campbell(S)
<u>Colgate Comedy Hour</u> (Tony Martin)	NBC 8pm	Chico & Harpo Marx, Kay Starr (FROM HOLLYWOOD)
<u>Arthur Murray</u>	ABC 9pm	Florence Desmond, Blackburn Twins, Gary Morton
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>A Fine Display</u> - by Bert Brazier; with Boris Aplon, Leta Bonynge, Harry Gresham, Wilson Brooks
<u>Goodyear Playhouse</u>	NBC 9pm	<u>Tigers Don't Sing</u> - by Walter Black & William Mendrek; with John Beal, Haila Stoddard, Katherine Squire, Vinton Hayworth, Wally Cox, William Lally, Anthony Randall, Nita Talbot, Willy Lanteau; Dir: Gordon Duff
<u>Plainclothesman</u> (Ken Lynch)	DuM 9:30	<u>The Unexpected Knockout</u> - with Tiger Andrews, Diana Herbert, Ellen Parker, Harold Gray, Arny Freeman, Abe Simon
<u>Celebrity Time</u>	CBS 10pm	<u>Guests</u> : Rex Harrison, Lilli Palmer, Phil Regan; Mary McCarty replaces Jane Wilson; <u>Sketches</u> : Nathaniel Frey, Oliver Thorndike
<u>Cameo Theater</u>	NBC 10:30	<u>Debut</u> - by Abby Mann & Lawrence Chaikin; with Wesley Addy, Chris White, Natalie Core, David Orrick, Coley Worth



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PART XIII - THE EARLY YEARS - 1776-1800

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VOLUME I - THE EARLY YEARS - 1776-1800  
PART XIV - THE EARLY YEARS - 1776-1800



MONDAY MARCH 31

<u>Garry Moore</u>	CBS 1:30	Art Carney, Lucile Watson
<u>Kate Smith</u>	NBC 4pm	Russell & Aura(D), Eugene Jelesnik(C-M), Howard & Shelton(C), Merv Griffin
<u>Magic Cottage</u> (Pat Meikle)	DuM 6pm	<u>April Fool Helps Old King Cole</u> - with Wally Acton, John Kane
<u>H'wood Screen Test</u>	ABC 7:30	Vanessa Brown, guest, in <u>Facts About Murder</u> - with John O'Hare & John Cromwell
<u>Dark Destiny</u>	WOR 7:30	<u>Dig Your Own Grave</u> - with Clifford Carpenter, Hester Sondergard, Carol Omhart, Robert Donley, Ronald Dawson
<u>Perry Como</u>	CBS 7:45	Duke University Men's Glee Club
<u>Mr District Attorney</u> (Jay Jostyn)	ABC 8pm	<u>The Beetle</u> - with William Lally, John Ericson, Norma Crane
<u>Lux Theater</u>	CBS 8pm	<u>Taste</u> - by Elinor Lenz, from New Yorker story by Raold Dahl; with Peter Lorre, Peter Foster, Rene Gadd, Frederic Tozere, Margaret Grendell
<u>Voice Of Firestone</u>	NBC 8:30	Jerome Hines
<u>Robert Montgomery</u>	NBC 9:30	<u>See No Evil</u> - by Lorenzo Semple Jr, adapt by Thomas W. Phipps; with Betty Field, Tom Ewell, Butch Cavell, Peter Hobbs, David Stewart, Michael Wyler, Harry Sheppard; Dir: Vincent Donehue.
<u>Studio One</u>	CBS 10pm	<u>Story of Meg Mallory</u> - by Joseph Liss, from story by William Dozier; with Thomas Mitchell, Wendy Drew, Skip Homeier, Logan Field, Charles Cooper, Charles Jordan, John Boruff, Sidney Smith, Ray Rizzo, Morton L. Stevens, Roy Johnson; Dir: Paul Nickell
<u>Who Said That</u> (Net except WNBT)	NBC 10:30	Anita Colby, John Mason Brown, Morey Amsterdam (SEEN KINESCOPE ON WNBT SAT APR 5 7PM)

TUESDAY APRIL 1

<u>Al Pearce</u>	CBS 10:45am	Duke Art(sculptor), Clay Campbell(make-up expert)
<u>Garry Moore</u>	CBS 1:30	Roger Price
<u>Mike And Buff</u>	CBS 2:45	Harry Hershfield, Jack Markow(cartoonist)
<u>Kate Smith</u>	NBC 4pm	Haydens(D), Pfc Julian Patrick(S), "The Unwanted" seg
<u>Trapped</u>	WOR 7:30	<u>Screams In The Night</u> - with Lloyd Bochner, Russell Gold, Penny Shepard, Meg Wylie
<u>Stork Club</u>	CBS 7:45	Bert Lytell
<u>Frank Sinatra</u>	CBS 8pm	Bill Bailey, Diagoras(D), Frank Fontaine, June Hutton
<u>Texaco Star Theater</u> (Milton Berle)	NBC 8pm	Frank Fay subs for Berle; Smith & Dale, Rose Marie, The Szonys(D)







TUESDAY APRIL 1(Cont'd)

<u>Met Opera Auditions</u>	ABC 8:30	Winners will be announced
<u>Keep Posted</u>	DuM 8:30	Cong. Walter H. Judd, Carroll Reece(Repub Natl Com)
<u>Battle Of The Ages</u> (John Reed King)	DuM 9pm	<u>Vets:</u> Watson Sisters(C), Danny Alexander(D); <u>Youth :</u> Frank Marlowe(C), Frank Paris(puppeteer)
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>Sound In The Night</u> - by Lawrence Goldman; with Lee Marvin, Willis B. Bouchey, Maurice Cass, William Vedder, Ray Page, Bill Boyett, Strother Martin, Kit Garde, Gayne Sullivan, Everett Glass, Jack Lomas
<u>Armstrong Theater</u>	NBC 9:30	<u>Way Of Courage</u> - by Roger Garis; with Martha Scott, Douglass Montgomery, Brandon Peters, Toni Halloran, Roland Winters, Regina Jouvin, Vickie Orlan, Lois Colitz, James McArdle; Dir: Garry Simpson
<u>Danger</u>	CBS 10pm	<u>The Escape Artist</u> - by Leo Davis; with John Conte, Cloris Leachman, James Bender, John C. Becher, Julian Noa, James McMann, Val Avery
<u>Not For Publication</u> (Jerome Cowan)	DuM 10pm	<u>Eighty-eight Keys To Escape</u> - by David Hill; with Harry Bellaver, Grant Sullivan, Donald McKee, Fred Catanya

WEDNESDAY APRIL 2

<u>Garry Moore</u>	CBS 1:30	Mr. & Mrs. Peter Putnam & Wick(Seeing Eye Dog), Jan Murray
<u>Kate Smith</u>	NBC 4pm	Jeffrey Lynn, Umberto Romano(artist), Golden Gate Quartet, Hootor & Byrd(D)
<u>Terror</u>	WOR 7:30	<u>Delayed Journey</u> - by John Nation; with Kem Dibbs, Virginia Robinson, George Mitchell, Helen Warren, Morris Miller, Jerome Collamore, Arthur Cassel
<u>Kate Smith Evening</u>	NBC 8pm	Benny Fields, Phil Foster, The 4 Aces, Ethel & Albert
<u>Kraft Theater</u>	NBC 9pm	<u>The Ryan Girl</u> - by Edmund Goulding; with Audrey Christie, Una O'Connor, Don Briggs, Ernest Parmentier, Noel Leslie, Polly Rowles, Jack Arthur; Dir: Maury Holland
<u>The Web</u>	CBS 9:30	<u>The Terrible Truth</u> - by Joseph Marx, adapt by Robert Wallsten; with Pat Crowley, John Connell, Frances Williams, Joe Verdi, Robert Dale Martin, John Weaver, Joyce Van Patten, Gene De Santis, Jerry Crews; Dir: Lela Swift
<u>Celanese Theater</u>	ABC 10pm	<u>Street Scene</u> - by Elmer Rice, adapt by Samuel Carter III; with Paul Kelly, Ann Dvorak, Coleen Gray, Michael Wager, Eda Heinemann, Janet Fox, Mario Badolatti, Margaret Neff- Jerome, Ronald Alexander, Coe Norton, Mitchell Agruss, Bobby Nick, Michael Dreyfuss, Joe Allen Jr.



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2. various methods of determining the critical temperature of a  
3. liquid, and the results are compared with the values obtained  
4. by other investigators.

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

1. The first part of the report is a general introduction to the subject of the study. It discusses the importance of the study and the objectives of the research.



THURSDAY APRIL 3

<u>It's A Problem</u> (Helen Parkhurst)	NBC 12:30	<u>The Effect Of Mass Media On Children</u> - with Merle Miller, Josette Frank
<u>Garry Moore</u>	CBS 1:30	Walter Slezak
<u>Recipe For Happiness</u> (Allen Prescott)	WABD 1:30	Howard Duff, Gene Leone
<u>Eloise Salutes</u>	WPIX 2:15	Jack Norton (SEEN VIA KINESCOPE ON WCBS-TV SUN APR 13 at 11:15pm)
<u>Mike And Buff</u>	CBS 2:45	Maxine Sullivan, Kal Ross
<u>Kate Smith</u>	NBC 4pm	Dell Staton Trio(M), Maria Gambarelli; "Die Fledermaus" excerpts with Brenda Lewis, Jon Crain, Robert Goss
<u>Stork Club</u>	CBS 7:45	Ann Dvorak
<u>Star Of The Family</u> (Peter Lind Hayes)	CBS 8pm	Margaret Whiting, Lou Busch, Eddie "Rochester" Anderson (FROM HOLLYWOOD)
<u>Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Still Waters</u> - by Abe Ginnes; with Ralph Roberts, Paul Langton, Jacqueline deWit, William A. Lee, William Tracy, Robert DeCost
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9pm	Walter Brooke, Constance Ford, Elaine Ellis, Robert Fuller, Dehl Berti, Maurice Manson
<u>Ford Festival</u> (James Melton)	NBC 9:30	Peter Lorre
<u>Charlie Wild</u> (John McQuade)	DuM 10pm	<u>The Prodigal Son</u> - with Wolfe Barzell, Luba Kadison, Nancy Franklin, Bob Spiro, Joe Mantell, Charles Lee Saari
<u>Martin Kane</u> (Lloyd Nolan)	NBC 10pm	Dennis Bohan, Sam Gilman, John Marley, Harold Gary, Helen Barron; remainder of cast not set at press time
<u>Crime Photographer</u> (Darren McGavin)	CBS 10:30	<u>Old Dog, New Tricks</u> - by Nelson Gidding; with Thomas Palmer, Jock MacGregor, Victor Thorley, Martin Kosleck, Leonard Barry, Doris Dowling, Whitford Kane
<u>Author Meets Critics</u> (Faye Emerson)	DuM 10:30	<u>The Ellen Knauff Story</u> - by Ellen Knauff; Arthur Garfield Hays(for), Frieda Utley(against)

FRIDAY APRIL 4

<u>It's A Problem</u> (Fannie Hurst)	NBC 12:30	<u>Our Crippled And Disabled</u> - with Lillian Smith, Dr. Phyllis Bartelme, Dr. Howard A. Rusk
<u>Garry Moore</u>	CBS 1:30	Pauline Betz(lawn tennis champ), Sandor Glancz(table tennis champ), Noonan & Marshall
<u>Mike And Buff</u>	CBS 2:45	Stan Freeman, Victor D'Amico(Museum of Modern Art)
<u>Kate Smith</u>	NBC 4pm	Cy Oliver & Orch, Lou Wills Jr.



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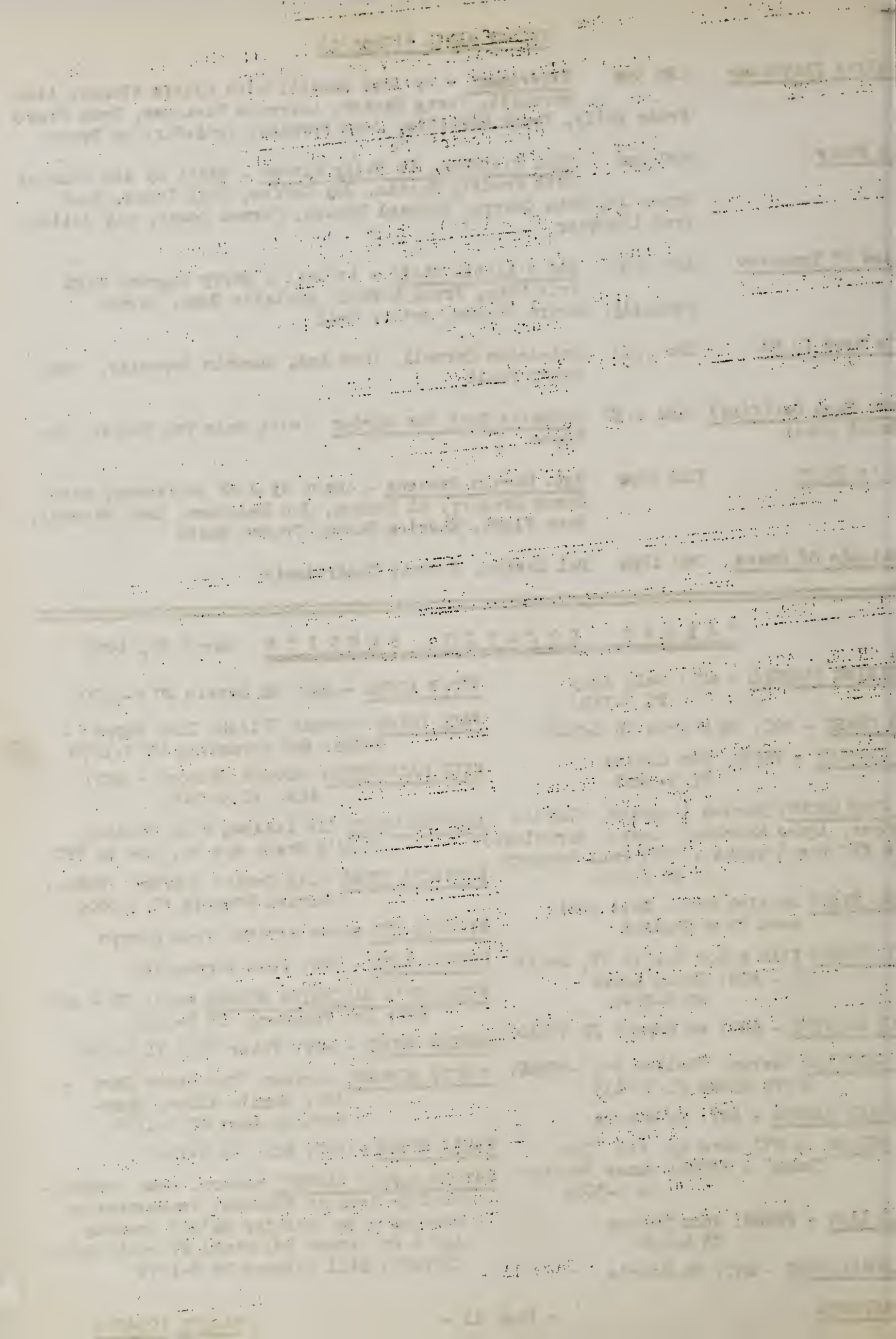
FRIDAY APRIL 4(Cont'd)

<u>Schlitz Playhouse</u>	CBS 9pm	<u>Experiment</u> - by Joel Hamill; with Sylvia Sidney, Alan Marshall, Terry Becker, Lawrence Fletcher, Bram Nosse Irene Daily, Frank McNellis, John Perkins; Prod-Dir: Wm Brown
<u>Big Story</u>	NBC 9pm	<u>Phil Clifford</u> , NY Daily Mirror - adapt by Abe Ginnes; with Fredric Martin, Joy Geffen, Phil Leeds, Reed Brown Jr, John Cherry, Michael Howard, Carmen Costi, Ray Julian, Fred Lightner
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>And A Little Child</u> - by Gail & Harry Ingram; with Iris Mann, Frank McHugh, Adelaide Bean, Parker Fennelly, Howard Weirum, Arthur Tell
<u>It's News To Me</u>	CBS 9:30	Madeleine Carroll, Anna Lee, Quentin Reynolds, John Henry Faulk
<u>Front Page Det(film)</u> (Edmund Lowe)	WABD 9:30	<u>Ringside Seat For Murder</u> - with Dale Van Sickle, Jan Kayne
<u>Police Story</u>	CBS 10pm	<u>Sgt. Martin Stevens</u> - adapt by Jack Bentkover; with James Gregory, Al Ramsen, Joe Helgesen, Leni Stengel, Sara Floyd, Maurice Shrog, Truman Smith
<u>Cavalcade Of Stars</u>	DuM 10pm	Del Casino, Dorothy Dandridge(S)

T A L E N T   L O C A T O R   S E R V I C E   March 30, 1952

<u>MADELEINE CARROLL</u> - AGT: Gale Agcy PL 7-7100	<u>PETER LORRE</u> - AGT: Wm Morris JU 6-5100
<u>ILKA CHASE</u> - AGT: Wm Morris JU 6-5100	<u>PAUL LUKAS</u> current "Flight Into Egypt" - PRESS: Ben Kornswieg MU 7-1670
<u>ANN CROWLEY</u> - PRESS: Don Coplin PL 9-5260	<u>KYLE MACDONNELL</u> current Waldorf - AGT: MCA PL 9-7500
<u>DON JUAN GROUP</u> (Charles Laughton, Charles Boyer, Agnes Moorhead, Cedric Hardwicke) in NYC for 8 weeks - CON: Paul Gregory BR 9-5906	<u>LEONIDE MOGUY</u> dir Italian film opening Loew's State Apr 12, now in NYC
<u>NORMAN EVANS</u> British music hall comic here from England	<u>PATRICIA NEWAY</u> City Center soprano -PRESS: Muriel Francis PL 9-5600
<u>SCOTT FORBES</u> film actor now in NY, avail TV - MGR: Grace Lyons MU 8-2930	<u>RICHARD NEY</u> actor arrived from Europe
<u>HELMUT DANTINE</u> - AGT: Wm Morris JU 6-5100	<u>MARTHA RAYE</u> - CON: Pete Barnum NBC
<u>JOHN GARFIELD</u> current "Golden Boy"-PRESS: Barry Hyams PL 7-4133	<u>RUDYNCOFF'S BALLERINA HORSES</u> avail TV - AGT: AGT: Abe Feinberg CO 5-7070
<u>PEGGY ANN GARNER</u> - AGT: Wm Morris	<u>MARTHA SCOTT</u> - AGT: Peter Witt PL 9-7966
<u>JOHN HODIAK</u> in NYC late Apr for "The Chase" - PRESS: James Proctor VA 6-5084	<u>JOHNNY STEWART</u> current "The Grass Harp" - AGT: Bonnie Alden, Baum-Newborn Agcy MU 8-1380
<u>HAROLD LANG</u> - PRESS: John Toohey CH 4-2644	<u>PAULA STONE</u> - AGT: MCA PL 9-7500
<u>EVA LEGALLIENNE</u> - AGT: Wm Morris	<u>FATHER ALFRED BARRETT</u> author, chmn Communi- cations Arts at Fordham, translator of Spanish film "Soldier Saint" opening Apr 6 at Cinema 48; avail TV-radio intvw CONTACT: Bill Coleman TA 8-1379







APRIL 6-12, 1952

VOL. 3 NO. 14

SUPPLEMENT A

NEWS ED: David B. Graham  
TALENT ED: Gordon Leigh

# Ross Reports

## ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910  
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Wallace A. Ross, Publisher

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### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(6)

ABC(Ch7) - 7-7:30pm; NEW TIME; You Asked For It; from KECA-TV(Hwood) to 12 sta & 8 kine; Sponsor - Rosefield Packing(Skippy Peanut Butter) thru Guild, Bascom & Bonfigli; Prod - Oxarart & Steffner; Dir - Allen Buckley; Art Baker is MC on program which attempts to fill requests of viewers who want to see unusual things or revivals of well-known happenings; program debuted on ABC-TV December 10 (Mondays 9-9:30pm).

#### Mon(7)

NBC(Ch4) - 9-9:30pm; RETURN; Lights Out; from WNBT to the net(approximately 35 sta live & kine); New Sponsor - Pearson Pharmacal(Ennds & Eye-Gene) thru Harry B. Cohen; Producer - Caroline Burke; Dir - Clay Yurdin. Program had been on for Admiral, which dropped sponsorship after the program of March 24.

#### Wed(9)

NBC(Ch4) - 10-10:30pm; NEW TITLE; Your Prize Story; from WNBT to 18 sta & 15 kine; Sponsor - Hazel Bishop Lipstick thru Raymond Spector; Prod-Dir - Albert McCleery. Program debuted 4/2 as I Confess.

#### Thu(10)

ABC(Ch7) - 9-9:30pm; NEW TIME; Mystery Theater; from WJZ-TV(on film) to 28 sta plus 12 spots; Sponsor - Sterling Drugs(Phillips Milk of Magnesia & Toothpaste, Bayer Aspirin, Molle Shave Cream) thru Dancer-Fitzgerald-Sample; Film Prod - Roland Reed Productions(Hwood); Tom Conway as Inspector Mark Saber and James Burke as Sgt Tim Maloney, the crime detection series had been seen on Fridays from 8-8:30pm.

#### Fri(11)

CBS(Ch2) - 10:30-11am; NEW TIME; Bride & Groom; from WCBS-TV to 29 sta & 6 kine; Sponsor - General Mills thru Dancer-Fitzgerald-Sample & Knox-Reeves; the Friday telecast of the daily show will be extended from 15 minutes to a half-hour this date.

### LAST WEEK'S NETWORK CHANGES

DuM - Royal Playhouse; RETURN April 3; from WABD(on film) to the net; Thursday 9-9:30pm; Sustaining; Presenting feature films made especially for television by Bing Crosby Enterprises, first presented as Fireside Theater films.





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## NEWLY ANNOUNCED NETWORK FUTURES

all '52 - The Life of Riley; NBC will present William Bendix in the situation-comedy series he has made popular on radio, in which he portrays the character role of Chester A. Riley.

### SPONSOR ACTIVITY

REICHOLD CHEMICALS thru MacManus, John & Adams cancels sponsorship of the America Town Meeting(ABC-TV Sun 6:30-7pm) after a 13-week cycle which ends April 20. The network plans to keep the program as a sustainer.

PEARSON PHARMACAL(Ennds & Eye-Gene) thru Harry B. Cohen begins sponsorship of Lights Out(NBC-TV Mon 9-9:30pm); program was sponsored until recently by Admiral. Pearson also sponsors the alternate week crime series Police Story on CBS-TV.

LIBBY, MCNEILL & LIBBY thru BBD&O will not continue its participating sponsorship on Your Show of Shows(NBC-TV Sat 9-10:30pm) after the end of the current season.

EPSI-COLA thru Biow drops Faye Emerson's Wonderful Town(CBS-TV Sat 9-9:30pm) after the program of April 19, retaining the time slot for a new program, not yet announced.

PILLSBURY MILLS thru Leo Burnett & LEVER BROS thru N.W. Ayer will sponsor Art Linkletter's House Party on CBS-TV from Sept 1 (Monday thru Friday 3-3:30pm). Pillsbury will sponsor the first quarter-hour Monday thru Thursday; Lever Bros will sponsor the second quarter-hour on Monday, Wednesday & Thursday.

### NYC LOCAL STATION ACTIVITY

ABD - Fashions on Trial; NEW TIME April 11; Fri 11:15-11:45pm; panel show had been seen from 11-11:30pm same day.

CBS-TV - Knickerbocker Candid Camera; STARTS April 8(on film); Tuesday 10:30-11pm; Sponsor - Knickerbocker Beer thru Biow; Allen Funt's candid camera catches unsuspecting citizens in out-of-average situations. Funt is producer-director of the show which has been on television since 1949.

WJZ-TV - Video Chef; NEW STATION March 31; Mon, Wed, Thurs 5:30-6pm; Sponsor - Retail Grocers of America; Pkgr - Videocast Productions; Prod - Jay Modell; Dir - Roger Shope WJZ-TV; program had been seen on WPIX.

WNBT - DiMaggio's Dugout; DEBUT April 6; Sun 11:45am-12n; Sponsor - Buifoni Macaroni thru Albert Frank-Guenther Law; Joe DiMaggio will MC a new weekly program devoted to baseball.

WOR-TV - The Freedom Story; HIGHLIGHT April 8 8:30-9pm; WOR-TV & American Jewish Committee present a special Seder service conducted by Rabbi Edward E. Klein of the Stephen Wise Free Synagogue of New York City.

TV Auction Club; DEBUT April 9; Wed 7:30-8pm; Particdptng; Pkgr-Prod - Chas King Production; new program offers viewers a chance to bid for merchandise to be "paid for" with "TV Auction Bucks" received with purchases in participating stores.

Talk to the Stars; RETURN April 12; Sponsor - Tidewater Associated Oil thru Lennen & Mitchell & Melville Shoe Corp thru Neff-Rogow; fifteen-minute program will follow Dodger home games where viewers who send in the best baseball questions have a chance to talk by phone with star players of the day.



THE UNIVERSITY OF CHICAGO

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THE UNIVERSITY OF CHICAGO

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## HOLLYWOOD LOCAL STATION ACTIVITY

ECA-TV - Report to the People; RETURN April 16; Governor Earl Warren resumes his regular monthly reports, which are non-political.

TLA - Yesterday's Newsreel; DEBUT April 2; Wed 7:15-7:30pm(on film); Sponsor - Piuma Wine; Pkgr - Ziv Television Programs; new program features film clips of all historic events of the past 50 years.

KTTV - Auction City; RETURN April 6; Sun 2-2:30pm; weekly auctions take place at the Culver City Stadium, preceding telecasts of the Jalopy Derby; Director-Forrester Mashbir.

Kitty Goes to the Fair; DEBUT April 19; Sat 3:30-5:30pm; New program will present a comprehensive coverage of Southern California's sixteen annual community fairs

Bill Welch, KTTV sportscaster, has signed a new three-year contract with KTTV, giving the station his exclusive television services.

### NEWS DIGEST

NBC TELEVISION NETWORK DATA CHART, MARCH 1 - NBC's TV Network Data Chart for March 1, 1952 lists 16,535,100 sets installed in 64 markets, 15,642,200 in the 52 interconnected station network, and 892,900 in the 12 non-interconnected markets. The new figures indicate an increase of 405,800 sets installed since the February 1st report.

CBS TO INSTALL ALL-ELECTRONIC LIGHTING CONTROL IN HOLLYWOOD - Frank Falknor, Vice President in Charge of CBS-TV Operations has announced that an all-electronic system - the world's largest stage-lighting control installation - will be used to illuminate the new CBS-TV studios in Hollywood's Television City. Known as the C-I system, the installation is named for Century Lighting, Inc., which built the system, and George C. Izenour, the inventor. Mr. Izenour is Associate Professor of Electro-Mechanical Techniques at the Yale School of Drama. The C-I system can control five and a half million watts and the operator can keep at least ten light cues ahead of the performance at all times due to a "memory board."

LIFTING OF FREEZE NOW SET FOR APRIL 14 - At the April 2 luncheon session of the NARTF convention in Chicago, FCC chairman Paul Walker announced that the TV freeze would be lifted within two weeks. He said: "I can give you this assurance barring some last minute snags; we are going to lift the freeze within the next two weeks." Mr. Walker added that he feared the industry would expect grant to be dispensed on the date the freeze was lifted which would not be possible. At least three months will be allowed for the filing of applications, and by the time processing starts - possibly in July - more than 1,000 applications are expected to have been filed which would delay the grants even more.

MUTUAL PLANS TELEVISION NETWORK - Tom O'Neil, who controls the Yankee network, WOR and WOR-TV, New York and the Don Lee stations on the West Coast, told broadcasters last week that the Mutual Network hopes to announce a basic TV network by Fall, and that a pattern of affiliates has already been set-up. The proposed network would have originating points in Boston, New York, Chicago and Hollywood, and the whole program is contingent on the lifting of the freeze and new stations going on the air either this year or early in 1953.







MULTI-MARKET TELEPULSE LISTS TEN TOP NETWORK PROGRAMS - For the first week in March, the top ten evening network programs according to the Multi-Market Telepulse were: Texaco Star Theater 40.4; Godfrey's Talent Scouts 38.1; Your Show of Shows 36.9; I Love Lucy 36.8; Red Skelton 36.5; You Bet Your Life 32.6; Godfrey & Friends 31.8; Fireside Theater 31.7; TV Playhouse 30.4.

NIELSEN CHARTS SIGNIFICANT VIEWING TRENDS - The Nielsen Newscast, distributed to the trade, points up a rise in TV viewing over last year; in total US TV homes, viewing hours per day were up to 5:01 as against 4:43 a year ago (total radio usage was down to 1:54 from 2:53 in TV homes)...also total TV-radio activity was down to 6:55 hours per day from 7:36 hours last year.... Holiday TV viewing, as charted by Nielsen, is significantly higher in the daytime hours than on normal weekdays. The same Newscast features a graph to illustrate the potential advantages to special holiday program buys.

Nielsen's first report for March lists the top ten television programs on a national basis for two weeks ending March 8 as follows: Arthur Godfrey's Scouts 59.7; I Love Lucy 57.3; Red Skelton 51.5; Texaco Star Theater 50.9; You Bet Your Life 47.4; Colgate Comedy Hour 46.1; Your Show of Shows(Reynolds) 45.8 & (Participating) 44.8; Fireside Theater 43.2; Mama 42.6.

PERSONNEL ITEMS: James V. McConnell, who resigned as director of national spot sales for NBC's owned & operated stations, joins John Blair & Co on May 1 as a vice-president.....Carleton D. Smith has been appointed director of operations for NBC's owned & operated station, effective April 14. Until recently he was in charge of station relations for the network.....Ted Boismureau and Tom McManus have been appointed Sales Representatives for Telenews Productions, Inc.....Donald A. Rutledge has been appointed manager of employee relations of the NBC personnel department; for the past four-and-a-half years he was assistant to the personnel manager of Arabian American Oil.....Thomas W. Moore has been appointed to head the West Coast office of CBS Television Film Sales. He was formerly vice-president and director of advertising for Forest Lawn Memorial Park.....Edgar A. Peterson, producer-director of the "Faye Emerson" show, becomes manager of the CBS-TV story department on April 15.....Richard E. Jones, formerly with the Fort Industry Co., has been named director of DuMont's O&O stations, effective April 7.....James W. Rennels, Jr. has joined Ruthrauff & Ryan as an account executive. He was formerly with Griswold-Eshleman and prior to that with Fuller & Smith & Ross.....Arnold Wester, formerly with MGM & the Jerry Fairbanks office, will be in charge of the newly reopened Hollywood office of the William Esty agency. ....Frank Moriarty has been appointed a WCBS-TV staff director, replacing Frank Harms who has resigned to become director of the networks "Bert Parks Show."

FILM DIGEST

OFFICIAL FILMS STARTS FOUR NEW SERIES - Official Films president William R. Goodheart, Jr., has announced the signing of six top films stars for two of Official's four new series. Charles Boyer, Rosalind Russell, Dick Powell and Joel McCrea will rotate in Four Star Playhouse; Robert Cummings and Julie Bishop will star in The Robert Cummings Show. The other series, Impulse and Terry and the Pirates, are already in production, the former a series of psychological dramas. Don Sharpe will produce all but Terry and the Pirates, which will be a Dougfair Production. George Jenkins will direct Four Star Playhouse, with Ruby Rosenberg as production manager and Joseph E. Biroc handling the camera. Alfred E. Gress direct and Larry Marcus writes the Impulse series, and Richard Irving directs the Terry and the Pirate series which is being scripted by John & Gwen Bagni. John Baer plays "Terry", with other cast members including Mari Blanchard, Gloria Saunders, William Tracy and Jack Kruschen.



RECEIVED  
JAN 10 1946  
U.S. DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C.

TO THE DIRECTOR, BUREAU OF AGRICULTURAL MECHANIZATION  
FROM THE DIRECTOR, BUREAU OF AGRICULTURAL MECHANIZATION  
SUBJECT: [Illegible]

Enclosed for the Bureau of Agricultural Mechanization are two copies of a report on the progress of the work of the Bureau of Agricultural Mechanization during the year 1945.

The report is divided into two parts. The first part, entitled "General Information", contains a summary of the work of the Bureau of Agricultural Mechanization during the year 1945. The second part, entitled "Detailed Information", contains a detailed account of the work of the Bureau of Agricultural Mechanization during the year 1945.

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KNBH LEASING RECORD 730 FILMS FROM MPTV - Donald Norman, sales manager for NBC's Hollywood outlet, KNBH, has announced that the station has concluded negotiations to lease 730 films from Motion Pictures for Television, in what is believed to be the largest such deal consummated. The contract calls for the films, all American-made, to be run in the late evening and again the following morning. The films vary in length from 60 to 80 minutes, with no editing planned on any of them to make them fit identical time segments.

COLUMBIA WILL NOT RELEASE OLD "BLONDIE" FILMS TO TV - Stephen Slesinger was turned down by Columbia Pictures on his request that the studio sell him television rights to 28 of their old theatrical "Blondie" series. Slesinger already owns TV rights to the Chic Young cartoon series, and made a pilot film with Arthur Lake playing Dagwood, the same part he played in the Columbia series. Columbia's option on the screen rights ran out last Fall, and at the time the studio announced it would reissue some of the films for theatrical showings.

ED GARDNER TO FILM HIS "ALL STAR REVUE" PROGRAMS - Ed Gardner will make his television debut in a filmed version of his famous "Duffy's Tavern". His first show will be on May 31st, with his contract calling for a minimum of six, and a maximum of ten appearances on NBC's All Star Revue. James Kern will direct for Gardner. Leo Morgan will produce from radio scripts adapted to the new medium.

BUNIN'S "ALICE" SOLD FOR TV RELEASE - Lou Bunin's "Alice in Wonderland" has been purchased by Crown Pictures from distributor Henry Souvaine, with present plans calling for showings of the color puppet film at Thanksgiving and Christmas on a national sponsorship basis. The film will be shown in black and white since regular color is still not available.

WISBAR INITIATING NEW PRODUCTION PRACTICE - Frank Wisbar, producer of the Fireside Theater television film series, is initiating a practice by which he expects either to keep costs at a level of possibly a year ago, or substantially reduce expenditures on individual pictures. According to Daily Variety, the producer is preparing 40 half-hour films, which will remain in continuous production until all are completed, keeping the same crew throughout shooting of the entire program. Savings will be effected through the maintenance of the same production personnel.

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COMMERCIALS PRODUCTION

ALEXANDER FILM CO - 6 (60") completed for Wooster Rubber Co thru Ketchum, McLeod & Grove for Nat'l Spot; LA & FA with VO & M.

FOTOVOX, INC(Memphis) - 4 (60") completed for Plough Incorporated (St. Joseph Aspirin) thru Lake-Spiro-Shurman for Local Spot; LA & SA with VO.

SARRA, INC.(Chicago) - 3 (20") completed for Elgin Watch thru Young & Rubicam for Nat'l Spot; LA with VO.

TRANSFILM(New York) - 2 (85") & 2 (75") completed for Fab thru William Esty for Network Program; LA with DR.

1 (60") completed for Veto thru Sherman & Marquette for Nat'l Spot; LA with VO.

3 (60") completed for Hellman Mayonnaise thru Benton & Bowles for Nat'l Spot; LA with VO.



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PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY APRIL 4</u>		
<u>Dick Tracy(film)</u> (Ralph Byrd)	WABD 7:30	<u>The Brow Returns</u> - with Margia Dean, Norman Rice, Frank Nordstrom, Hugh Sanders, Don Brody, Tennessee Jim
<u>Twenty Questions</u> (Bill Slater)	DuM 8pm	William Hillman(author "Mr. President")
****Other shows on this date were listed in last week's issue.		
<u>SATURDAY APRIL 5</u>		
<u>Betty Crocker</u>	ABC 11:30am	Josephine Hull, Ernest Truex
<u>ick Kenny</u>	NBC 3:45	Lee Sullivan, Joe McKee(amusements designer)
<u>Ken Murray</u>	CBS 8pm	W.C. Handy, Roberta Quinlan, Johnny Johnston, The Langs(teeterboard act)
<u>All Star Revue</u> (Ed Wynn)	NBC 8pm	Dinah Shore (FROM HOLLYWOOD)
<u>Faye Emerson</u>	CBS 9pm	<u>Fashiontown USA</u> - with Tommy Rall and models
<u>Your Show Of Shows</u> (Sid Caesar)	NBC 9pm	Betty Furness
<u>Songs For Sale</u> (Steve Allen)	CBS 9:30	<u>Guest Singers</u> : Ink Spots, The Mariners, Eileen Barton, Teresa Brewer, Danny O'Neil, Tex Beneke & Orch; <u>Judges</u> : Doug Arthur, Celeste Holm, Meyer Davis, Howard Dietz, Barry Gray
<u>Dagmar's Canteen</u>	NBC 12:15	Joey Faye, Cpl Elsie Davis(S), Millard Mitchell
<u>SUNDAY APRIL 6</u>		
<u>American Inventory</u>	NBC 1:30	<u>Your Insurance Dollar</u> - with Remo Buffano Marionettes; dramatizing the story of the key role of insurance in America's economy
<u>Teatro Televisione</u> (Italian Drama)	WOR 2pm	<u>La Fidanzata D'Italia</u> - by Enrico Bruni; with Mimi Remo, Florence Rapanaro, Alfredo Poli, Dino Nardi, Stella Bruno
<u>See It Now</u>	CBS 3:30	Alben W. Barkley
<u>TV Recital Hall</u>	NBC 3:30	Olga Coelho(folk singer)
<u>CBS Workshop</u>	CBS 4pm	<u>My Eyes Have A Cold Nose</u> - by Hector Chevigny, adapt by Elliot West; with Albert Dekker, Peg Hillias, James Lipton, Harry Bellaver, Leslie Nielsen, Frances Fuller; Dir: John Peyser
<u>Meet The Press</u>	NBC 4pm	Frank E. McKinney
<u>ROSS REPORTS</u>		



WILLIAM ELLMAN

THE TIME

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WILLIAM ELLMAN

The time between a visit to the law, for the first time, and the time when the law was first used, was a long one.

William Ellman, a man of the law, was a man of the law.

The story of this case was listed in the book, "The Law."

WILLIAM ELLMAN

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SUNDAY APRIL 6(Cont'd)

<u>Link Hall Of Fame</u> (Sarah Churchill)	NBC 4:30	<u>Ordeal By White House</u> - by Hector Chevigny; with E.G. Marshall, Alfreda Wallace, Ellen Barrie, Harold McGee Howard Weirum, Robert Daggett, Henry Sharpe, Walter Davis, Army Freeman, Clem Fowler, Harry Hess
<u>Man Of The Week</u>	CBS 5pm	Sen. Robert S. Kerr, Rabbi Joseph Rauch
<u>Lamp Unto My Feet</u>	CBS 5:30	<u>Nevertheless</u> - by Palmer Thompson; with Horace Braham, Virginia Mattis, Darren McGavin, Robert Middleton
<u>Meet The Masters(film)</u>	NBC 5:30	Jascha Heifetz, Artur Rubenstein, Gregor Piatagorsky
<u>Mr I Magination</u> (Paul Tripp)	CBS 6pm	<u>Edward Waverly</u> - with Buzzy Martin
<u>Sam Levenson</u>	CBS 6:30	Richard Himber & son, Captain Video & his 3 children
<u>Royal Showcase</u> (George Abbott)	NBC 7pm	Paul Douglas, Frankie Laine, Audrey Meadows, Amy Kidd(Chinese vocalist)
<u>This Is Show Bus.</u>	CBS 7:30	Chaz Chase(C), Snooky Lanson, Helen Wood, Jacqueline Susann
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Sophie Tucker, Sadler's Wells Theater Ballet, Tuskegee Choir, Montes DeOca(trampoline), Miky Deens(C)
<u>Colgate Comedy Hour</u> (Abbott & Costello)	NBC 8pm	Charles Laughton, Fran Warren
<u>Arthur Murray</u>	ABC 9pm	Anne Jeffreys, Lloyd Nolan, Jackie Miles
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>The Tie-Clip Murder</u> - by Carl Abrams; with Lauris Lambert, Dora Sayers, Joyce Van Patten, Eddy Grove
<u>Philco Playhouse</u>	NBC 9pm	<u>The Room Next Door</u> - by Thomas W. Phipps; with Arthur Treacher, Gene Lyons, Ben Lackland, Dorothy Elder, Robert Pastene, Jenny Egan, Betty Sinclair, Boris Aplon, Theo Goetz, William Allyn, Tom McDermott; Prod-Dir: Fred Coe
<u>Plainclothesman</u> (Ken Lynch)	DuM 9:30	<u>48 Hours To Live</u> - with William Mendrek, Carl White, Rosemary Prinz, Jason Johnson
<u>Celebrity Time</u>	CBS 10pm	<u>3rd Anniversary</u> - with visits from Frank Sinatra, Victor Borge, Steve Allen, Ken Murray, Douglas Edwards Paul Tripp, Fred Waring, George S. Kaufman, Sam Levenson, Clifton Fadiman, Mel Torme, Mike Wallace & Buff Cobb, Sammy Kaye, Warren Hull, Jackie Gleason, Ralph Bellamy, Bert Parks, Faye Emerson, Jarmila Novotna
<u>Cameo Theater</u>	NBC 10:30	<u>Legend Of Liz</u> - by Harold Callen; with Peggy McCay, Alan Macateer, Leonore Shanewise, Gene Blakeley, Jay Barney, Zolya Talma, Donald Keyes, Morton Stevens, Gordon Clarke. Earl George, Chris Drake

MONDAY APRIL 7

<u>Garry Moore</u>	CBS 1:30	Bert Wheeler
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ROSS REPORTS



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MONDAY APRIL 7(Cont'd)

<u>Kate Smith</u>	NBC 4pm	Paul Gray(C), Tuskegee Choir, Teen-age segment
<u>Magic Cottage</u> (Pat Meikle)	DuM 6pm	<u>Spring Cleaning For Murgetroyd Mailpouch</u> - with Truman Smith, Bill McCutcheon
<u>H'wood Screen Test</u>	ABC 7:30	William Prince, guest, in "The Unsolved Crime" - with Rita Morley & Mac McLeod; Veronica Lake subs for Neil Hamilton
<u>Dark Destiny</u>	WOR 7:30	<u>The Music Box</u> - with Karl Weber, Lesley Woods, Jean Carson, Bernard Grant, William Griffis, Sala Staw
<u>Lux Theater</u>	CBS 8pm	<u>Hunt The Man Down</u> - by DeWitt Copp; with Broderick Crawford, Anthony Ross, Carmen Mathews, George Hill, Gloria McGhee, Jack Weston, Leo Bayard, Walter Matthau, Louisa Horton
<u>Voice Of Firestone</u>	NBC 8:30	Eleanore Steber
<u>Lights Out</u>	NBC 9pm	<u>The Pit And The Pendulum</u> - by Edgar Allan Poe, adapt by Gene Hurley; with Murvyn Vye, Norman Rose, Saul Davis, John Morley, Abe Simon, Sandy Bickert; Dir: Clay Yurdin
<u>Robert Montgomery</u>	NBC 9:30	<u>O, Evening Star</u> - by Zoe Atkins, adapt by Theodore & Mathilde Ferro; with Fay Bainter, Gene Raymond, Katherine Meskill, Robert H. Harris, Anita Bolster, Dennis Harrison, John D. Seymour, David White, David Kerman, Bettina Thayer, Isobel Elsom, Harry Clarke, James McMahon, Mary Boyd Thurston; Dir: Norman Felton
<u>Studio One</u>	CBS 10pm	<u>Pontius Pilate</u> - by Michael Dyne; with Cyril Ritchard, Geraldine Fitzgerald, Francis L. Sullivan, Berry Kroeger, Louise Larabee, Richard Purdy, Alan Shayne, Anthony Hawtrej, Robert Duke, Madge Elliott; Dir: Franklin Schaffner
<u>Who Said That</u> (Net except WNBT)	NBC 10:30	Earl Wilson, Joan Alexander, Richard Harkness (SEEN VIA KINESCOPE ON WNBT SAT APR 12 7PM)

TUESDAY APRIL 8

<u>It's A Problem</u> (Fannie Hurst)	NBC 11:30am	<u>Are Teachers Less Anxious To Teach</u> - with Amy Hostler, Mark McClosky
<u>Garry Moore</u>	CBS 1:30	Jack Carter, Lucile Watson
<u>Ralph Edwards</u>	NBC 3:30	Lillian Roth (FROM HOLLYWOOD)
<u>Kate Smith</u>	NBC 4pm	Andre Segovia, Arbit Blatas(artist), Joey Faye, Jack Albertson, Herbie Faye, Eddie Hanley, Buster Shaver & Olive(D)
<u>Trapped</u>	WOR 7:30	<u>Trash Heap</u> - with Joe Sargent, Ruth Manning, Gerry Jedd
<u>Stork Club</u>	CBS 7:45	Walter Slezak
<u>Texaco Star Theater</u>	NBC 8pm	Nat King Cole, Hal LeRoy; Frank Fay subs for Berle



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TUESDAY APRIL 8(Cont'd)

<u>Deep Posted</u>	DuM 8:30	Maj. Alexander DeSeversky, Lt. Gen. R.S. McLain
<u>Battle Of The Ages</u> (John Reed King)	DuM 9pm	Vets: Buddy Rogers, The Trampoloonies; <u>Youth</u> : Jack DeLeon(C), Nancy Lee(8-yr-old dancer)
<u> Fireside Thtr(film)</u>	NBC 9pm	<u>The Living Thing</u> - by James Gunn; with Scott Forbes, Hugh Murray, Kristine Cooper, Steve Roberts, William Fawcett, Louise Arthur, John O'Malley
<u>Suspense</u>	CBS 9:30	<u>Black Panther</u> - by Halsted Wells; with Chester Morris, Olive Deering, James Gregory, Alan Tower
<u>Armstrong Theater</u>	NBC 9:30	<u>Troubled Sands</u> - by Robert Mason Pollock; with Hildy Parks, Paul Langton, Joanna Roos, Larry Blyden, Jim Boles; Dir: Ted Post
<u>Danger</u>	CBS 10pm	<u>The Black Tie</u> - by Paul Monash; with Leo Penn, Elizabeth Johnson, Robert Emhardt, Doris Dowling, John Dale, Robert Carricart, Adnia Rice
<u>Not For Publication</u> (Jerome Cowan)	DuM 10pm	<u>The Lost Locket</u> - by Gerry MacGill; with Phil Foster, Bibi Osterwald, Serena Sande, Joe Marr, Helen Raye

WEDNESDAY APRIL 9

<u>Strike It Rich</u>	CBS 11:30am	Millard Mitchell
<u>It's A Problem</u> (Helen Parkhurst)	NBC 11:30am	<u>Fantasy And Day Dreams</u> - with Dr. Arthur Jersild, Dr. Adolf Woltmann
<u>Harry Moore</u>	CBS 1:30	Ben Blue
<u>Like And Buff</u>	CBS 2:45	Susanne Erichson(Miss Germany 1950), Victoria Cordova
<u>Late Smith</u>	NBC 4pm	Phil Regan, Hootor & Byrd(D), Fashion Showcase
<u>V Auction Club</u> (Johnny Olsen)	WOR 7:30	Johnny Thompson, DeCastro Sisters
<u>Late Smith Evening</u>	NBC 8pm	Trapp Family Singers, Ames Brothers, Condos & Brandow
<u>Strike It Rich</u>	CBS 9pm	John Ringling North
<u>RAFT Theater</u>	NBC 9pm	<u>The Last Mile</u> - by John Wexley, adapt by R. Howard Lindsay; with Robert Keith Jr, John Newland, Eddie Binns, John Marriott, Gene Reynolds, Ben Gazzara, Ted Newton, Stuart MacIntosh, Chester Stratton, Rod Steiger, Edwin Cooper, Robert P. Lieb, Joe Direda, Frank Overton, Bruce Jewell, Andy Duggan; Dir: Stanley Quinn
<u>The Web</u>	CBS 9:30	<u>Rehearsal For Death</u> - by Hugh Pentecost; with Jane Morgan, Jamie Smith, Leon Tokatyan, Robert Middleton, Martin Kingsley, Hope Miller; Andy Ackers, pianist; Dir: Herbert Hirschmann'
<u>Mulitzer Playhouse</u>	ABC 10pm	<u>The Jungle</u> - by James Michener, adapt by Norman Lessing; with Robert Preston, Nina Foch, Kent Smith, Harry Landers, Lou Polan, Harry Davis, Abe Simon, Elsworth Wright, Dick Warner, Ruth White, Roy Irving







THURSDAY APRIL 10

<u>It's A Problem</u> (Fannie Hurst)	NBC 11:30am	<u>Quarreling And Grievances In The Home</u> - with Dr. Bertram Schaffner, Dr. Lena Levine
<u>Harry Moore</u>	CBS 1:30	Alice Pearce
<u>Loise Salutes</u>	WPIX 2:15	Adolph Dane(artist) (SEEN VIA KINESCOPE ON WCBS-TV SUN APR 20 11:15PM)
<u>ate Smith</u>	NBC 4pm	Deep River Boys, Margaret Phillips, Archie Robbins(C)
<u>ress Conference</u>	WOR 7:30	New Jersey Gov. Alfred E. Driscoll
<u>tork Club</u>	CBS 7:45	Arleen Whelan
<u>-Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Vanishing Victim</u> - by Abe Ginnes; with Matt Crowley, Robert H. Harris, Lydia St. Clair, Douglas Chandler, Arny Freeman, Bruno Wick
<u>an Against Crime</u> (Ralph Bellamy)	CBS 9pm	Joseph Holland, Beverly Whitney, Reynolds Evans, A.J. Herbert, David McKay
<u>ord Festival</u> (James Melton)	NBC 9:30	Jan Murray
<u>acket Squad(film)</u> (Reed Hadley)	CBS 10pm	<u>The Phantom Bible</u> - with Veronika Pataky, Gabor Curtiz, Virginia Christine, Russell Hicks, Hans Herbert, Bob Wilke
<u>artin Kane</u> (Lloyd Nolan)	NBC 10pm	Vaughn Taylor, Gene Lyons, Lewis Charles, Grace Valentine, Margaret Stewart
<u>harlie Wild</u> (John McQuade)	DuM 10pm	<u>The Photogenic Ghost</u> - with Viola Roache, Bert Thorn, Constance Ford, Lucille Patten
<u>ime Photographer</u> (Darren McGavin)	CBS 10:30	<u>Double Entry</u> - by Edmund Morris; with Si Oakland, Jody Drew, Roxanne, Frederick O'Neal, Ed Packer, Nikki Green, Nance Robbins, James McMahon, Bruce Gordon, Whit Bissell

FRIDAY APRIL 11

<u>It's A Problem</u> (Fannie Hurst)	NBC 11:30am	<u>The Humanities Vs. The Sciences</u> - with Eduard Lindeman, Morris Meister
<u>Harry Moore</u>	CBS 1:30	Herbert Coleman(child singer), Harold Acks & Interracial Choir, Noonan & Marshall
<u>ate Smith</u>	NBC 4pm	The Szonys(D), Helen Webb & Joe Webster(S), Newbold Morris, The Acromaniacs
<u>e, The People</u>	NBC 8:30	Dick Button, Egg-laying chicken
<u>chlitz Playhouse</u>	CBS 9pm	<u>Four's A Family</u> - by John L. Greene; with Celeste Holm, James Daly, Laura Weber, Butch Cavell, George Ives, Ruth Gilbert, Jack Weston; Prod-Dir: Joe Scibetta
<u>ig Story</u>	NBC 9pm	<u>Virginia Bohlin, Boston Traveler</u> - by Max Ehrlich; with Lois Wheeler, John McGovern, Dennis Harrison, Marin Riley, Donald Harris, Norma Francis, John Sylvester, Ruth Gladstone



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FRIDAY APRIL 11(Cont'd)

<u>Tales Of Tomorrow</u>	ABC 9:30	<u>Sleep No More</u> - by Manny Rubin; with Jeffrey Lynn, Berry Kroeger, Robert Emhardt, Maxine Stuart
<u>It's News To Me</u>	CBS 9:30	Francis L. Sullivan, Nina Foch
<u>Police Story</u>	CBS 10pm	<u>Reno, Nevada</u> - by Max Ehrlich; with Richard Carlyle, Charles Rae King, Clem Fowler, Harry Davis, A.J. Pocock, Neil Polidori, Steve Gethers
<u>Cavalcade Of Stars</u> (Jackie Gleason)	DuM 10pm	Peggy Lee, Lawrence Winters(City Center baritone)

### ADVANCE LISTINGS (Incomplete)

For the first time, listings for next Saturday's & Sunday's programs are recorded here. It is impossible for us to make them more complete, since the production offices themselves did not have the information at our press time, which is Friday - 6pm. As in the past, for the record, complete cast credits for these shows will be recorded in our next issue.

SATURDAY APRIL 12

<u>Betty Crocker</u>	ABC 11:30am	Teresa Wright
<u>Pers. Appear.(film)</u>	ABC 12:30	<u>The Adventures Of Christopher Cross</u> - by Alan Dinehart & Lou Huston; with Glenda Farrell, Buddy Ebsen
<u>Ken Murray</u>	CBS 8pm	Lew Ayres
<u>All Star Revue</u> (Danny Thomas)	NBC 8pm	James Mason, Pamela Kellino, Betty Garrett (FROM HOLLYWOOD)
<u>Your Show Of Shows</u> (Sid Caesar)	NBC 9pm	Patrice Munsel
<u>Songs For Sale</u> (Steve Allen)	CBS 9:30	<u>Guest Singers:</u> Ames Brothers, Ella Mae Morse, Rosemary Clooney; <u>Judges:</u> Jimmy Hilliard, Bob Merrill, Barry Gray, Bill Randall; 1 singer & 1 judge to be announced

SUNDAY APRIL 13

American Inventory      NBC 1:30      The Life Of George Washington Carver - by John Mathews; new biographical technique for TV by Claude Traverse; with Canada Lee, introduction by Jackie Robinson; balance of cast to be announced

TV Recital Hall      NBC 3:30      Menahem Pressler(pianist)

Special Program      NBC 4pm      Amahl And The Night Visitors - TV opera written & staged by Gian-Carlo Menotti; Cond: Thomas Schippers; Prod: Samuel Chotzinoff; TV Dir: Kirk Browning; Choreog: John Butler; with Chet Allen(boy soprano), Rosemary Kuhlman(soprano), David Aiken(baritone), Leon Lishner(bass), Andrew McKinley(tenor), Francis Monachino(bass); Dancers: Mary Hinkley, Marc Breaux, Glen Tetley



RECEIPTS

Received of Mr. J. H. Smith

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APRIL 13-19, 1952

VOL. 3 NO. 14

SUPPLEMENT B

# Ross Reports

## ON TELEVISION

NEWS ED: David B. Graham  
TALENT ED: Gordon Leigh

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910  
6087 Sunset Blvd. • Hollywood 28 • Hillside 1100

Wallace A. Ross, Publisher

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OUT OF AN ORANGE COLORED SKY -- WHAM! BAM!

WALL ST. JOURNAL ARTICLE PROMPTS SURVEY OF TV'S "SOFT" MARKET;

FINDS THE STORY LOADED & UNREALISTIC.....MUCH ADO ABOUT ALMOST NOTHING

Last week's #1 TV Song: We wuz walkin' along minding our business (\$13million-78.1% better than last year for Jan & Feb) when out of an orange colored, rosy billing hue wham! bam!.....some "furriner" writes a piece in the Wall Street Journal which projects our "soft" market (Wall St. term, isn't it?) into an industry-wide struggle for the survival of network television. Worse than that, the Hearst press was quick to front page and feature column the tale....and that's not good public relations!

For the record, and by way of background to ROSS REPORTS' survey of the sponsor situation.....Joseph M. Guilfoyle had a right lead, front page story in the Wall Street Journal for Friday, April 4, which pointed up a wave of cancellations by network TV sponsors, who found costs zooming out of proportion to a combination of factors - ratings, national circulation, advantages of "spot" buys, and sales results. He cited costly programs which had not been sold, pointed out prime time that was still available for sponsorship, and stressed the point that networks had lost more sponsors than they had gained in the last few months. Mr. Guilfoyle tipped his hand when he declared that only DuMont was unscathed. He failed to note that this period of the year is traditionally one for realignment. He did not follow through with an analysis of subsequent TV moves by sponsors who had cancelled certain shows.....as any informed, professional tradepaper reporter would have done. He projected isolated facts into sweeping generalizations about the advertising categories which were pulling out of TV.

Television has its own share of alarmists who have been quick to pick up the "soft" market qualification and echo it into fears for the Fall. But Fred M. Thrower, VP for CBS-TV Sales is not one of them. Whether by coincidence or in rebuttal to the Journal story, he had facts marshalled for an immediate publicity release to this effect: CBS-TV business is at an all-time high, 95.7% over the first two months of last year & not including \$5million in new business for the Fall. Evening business is on a par with that of last year (84  $\frac{1}{4}$  hrs commercial) and daytime business has increased to 67 commercial  $\frac{1}{4}$  hrs from 35 a year ago. Cost-per-thousand has been declining steadily from \$3.85 in 1949, \$2.36 in 1950, \$1.84 in 1951 to \$1.82 in 1952. Thrower, in explaining the current realignment of sponsorship, pointed up the 78.1% increase in billings Jan-Feb '52 over a like period in '51 for the entire network TV industry. He expected a continuation of the trend, with expectations of almost 100% of CBS-TV's sponsors staying on over the summer, and he announced new Fall sales.

Thrower's figures were echoed in a PIB release which pegged total network TV sales for Jan-Feb at \$29,857,606 as opposed to \$16,763,262 for Jan-Feb '51. February billings alone were 80.1% over last year's & the two month total was 78.1% more.....So much for the background of what has been said. ROSS REPORTS draws its own conclusions on Page 13.







EASTER PROGRAMMING

Sun(13)

- ABC(Ch7) - 1-2pm; Easter Parade; from WJZ-TV to the net; Sustaining; John Daly & Jinx Falkenburg will describe the parade; Mrs. Eleanor Roosevelt will speak on public affairs from Hotel Pierre with special discussion of "Crusade for Freedom."  
8-8:30pm; This Cup; from WJZ-TV to the net; Sustaining; Prod - ABC Public Affairs Dept; Dir - Seymour Robbie; Robert Donley will give a dramatized narration, with music describing famous paintings by old masters concerned with the chalice given eternal significance at The Last Supper.
- CBS(Ch2) - 9-10am; Episcopal Communion Services from WTOP-TV(Washington).  
10-11:30am; Pontifical High Mass(Catholic) from WMAR-TV(Baltimore).  
1-2pm; Easter Parade; from WCBS-TV to the net; Sponsor - Susquehanna Waist Co(Ship 'n Shore Blouses) thru M & J Levine; Prod - Rai Purdy; Ken Murray will lead antique car motorcade with CBS talent.
- DuM(Ch5) - 1-2pm; Easter Parade; from WABD to 4 sta; Sponsor - Rose-Marie Reid of California thru Murray, Dymock, Carson, Inc & Burlington Mills thru Hirshon-Garfield(15 minutes each sponsor); Ethel Thorsen, assisted by Albert Dekker & Herb Polesie will introduce celebrities.  
2-3pm; "Hill Number One"; on WABD only; Specially made religious film produced by Jerry Fairbanks stars Ruth Hussey & Jeffrey Lynn.
- NBC(Ch4) - 11am-12n; Solemn High Mass(Catholic) from WPTZ(Phila), not seen on WNBT.  
12n-1pm; Easter Parade; from WNBT to the net; Sponsor - Lever Bros (Pepsodent Div for Shadow Wave) thru McCann-Erickson & General Tire & Rubber thru D'Arcy; Prod - John H. Mills; Dave Garroway and Marguerite Piazza will interview celebrities at the Hotel Plaza, Betty Furness & Dennis James will be stationed on Fifth Avenue.  
1-1:30pm; Protestant Services on regular Frontiers of Faith program.  
4-5pm; "Amahl & The Night Visitors"; from WNBT to the net; Sponsor - Hallmark Greeting Cards thru Foote, Cone & Belding; Prod - Samuel Chotzinoff; Dir - Kirk Browning; Presentation of Gian-Carlo Menotti's religious opera will be a duplicate of the Christmas Eve show; for cast credits, see Ross Reports Vol. 3 No. 14 Supplement A.
- WOR(Ch9) - 11am-1pm; Services from St. Thomas' Episcopal Church & Easter Parade; John Wingate & Barbara Welles will interview passersby.  
1-2pm; "Hill Number One"; WOR-TV will present film produced by Rev Patrick Payton for Jerry Fairbanks (see DuMont).

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(13)

- CBS(Ch2) - 4-4:30pm; LAST SHOW; Columbia Television Workshop; from WCBS-TV to the net; Sustaining; Prod - Norris Houghton; Dir - Dick Linkroum & others; program debuted January 13, 1952.
- NBC(Ch4) - 6:30-7pm; DEBUT; Once Upon a Fence; from WPTZ(Phila) to the net (except WNET, NY); Sustaining; Prod-Director - Elmer Jaspan; Sets - Rene Heckman; Dave Kaigler stars in childrens' program, assisted by Eric the Bluebird, an imaginary pet, & Kathryn Heger, storyteller



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Sun(13)

NBC(Ch4) - 10:30-11pm; LAST SHOW; Cameo Theatre; from WNBT to 5 sta; Sponsor- Hazel Bishop thru Raymond Spector; Prod-Dir - Albert McCleery; program returned Jan 6 sponsored by Regent Cigarettes, which dropped sponsorship 2 weeks ago. Bishop became alt sponsor Mar 2.

Wed(16)

ABC(Ch7) - 9-9:30pm; RETURN; The Adventures of Ellery Queen; from WJZ-TV to 5 sta & 6 kine; Sponsor - Bayuk Cigars(Phillies Cigars) thru Ellington; Agcy Superv - Hal James; Pkgr-Prod - Norman & Irving Pincus; Dir - Donald Richardson; Sets - John Robert Lloyd; Story Editor - Eugene Burr; show returned from summer hiatus Sept 13 sponsored by Kaiser-Frazer Dealers thru Weintraub on DuMont; switched to ABC-TV Dec 16 until sponsor dropped show on March 9. Lee Bowman stars in title role with Florenz Ames as his father, Inspector Queen.

Thu(17)

CBS(Ch2) - 11:15-11:30pm Tu & Th; LAST SHOW; The Continental; from WCBS-TV to 3 sta & 5 kine; Sponsor - Burlington Mills (Bur-Mil Cameo Hosiery) thru Hirshon-Garfield; Pkgr - Masterson, Reddy & Nelson; Renzo Cesana starred in romantic monologues from January 22.

Fri(18)

ABC(Ch7) - 8-8:30pm; DEBUT; The Hot Seat; from WJZ-TV to the net; Sustaining; Prod - Stuart Scheftel; Dir - Seymour Robbie ABC-TV; Mr. Scheftel will question public figures who have incited controversy or who have been subjected to public criticism because of some public action, or failure to act, on their part.

Sat(19)

CBS(Ch2) - 1-2:30pm; NEW TIME SCHEDULE; Mr. I. Magination, formerly seen Sun 6-6:30pm will now be seen Sat 1-1:30pm; Al Gannaway's Half-Pint Party, formerly Sat 1:15-2pm, now 1:30-2:15pm; Time For Beany, formerly Sat 1-1:15pm, now 2:15-2:30pm.

LAST WEEK'S NETWORK CHANGES

CBS - Faye Emerson's Wonderful Town; LAST SHOW April 12; from WCBS-TV to 23 sta & 25 kine; Sponsor - Pepsi-Cola thru Biow; Prod-Dir - Roland Gillett; Faye Emerson show highlighting different city each week debuted on June 16, 1951.

NBC - Morgan Beatty News; DEBUT April 12; Sustaining; from WNBT to the net; Sat 5:25-5:30pm; weekly news show replaces last five minutes of Youth Wants to Know.

Rootie Kazootie; NEW TIME April 12; from WNBT to the net; Sat 5:30-6pm; program was seen Saturdays 10-10:30am; is also seen Mon thru Fri 6-6:15pm on WNBT only.

NEWLY ANNOUNCED NETWORK FUTURES

April 22 - Draw To Win; CBS-TV Tue 8:30-9pm; Sustaining; Superv - Marlo Lewis CBS; Pkgr-Prod - Winston O'Keefe & Joel O'Brien; Dir - Joel O'Brien; Henry Morgan stars as MC, on new weekly novel comedy-quiz program on which panel members will be asked to identify slogans, names and objects submitted by viewers on the basis of cartoon clues; cartoonists Bill Holman & Abner Dean will be featured as regular panelists, with one other cartoonist and an entertainment personality as guests each week.



1. The first part of the report deals with the general situation of the country. It is a very interesting and informative study of the country's development.

2. The second part of the report deals with the economic situation of the country. It is a very interesting and informative study of the country's economic development.

3. The third part of the report deals with the social situation of the country. It is a very interesting and informative study of the country's social development.

4. The fourth part of the report deals with the political situation of the country. It is a very interesting and informative study of the country's political development.

5. The fifth part of the report deals with the cultural situation of the country. It is a very interesting and informative study of the country's cultural development.

6. The sixth part of the report deals with the environmental situation of the country. It is a very interesting and informative study of the country's environmental development.

7. The seventh part of the report deals with the international situation of the country. It is a very interesting and informative study of the country's international development.

8. The eighth part of the report deals with the future of the country. It is a very interesting and informative study of the country's future development.



## SPONSOR ACTIVITY

MYSTIC FOAM CORP (Rug & Woodwork Cleaner) thru Carpenter Advertising(Cleveland) has bought the 8:15-8:20am Wednesday participation in Today(NBC-TV 7-9am Mon-Fri).

FRIGIDAIRE thru Foote, Cone & Belding has signed to sponsor the 10-minute segment of Your Show of Shows(NBC-TV Sat 9-10:30pm) being dropped by Libby, McNeill & Libby at the end of the current cycle.

TIDEWATER ASSOCIATED OIL thru Lennen & Mitchell has renewed sponsorship of Broadway to Hollywood(DuMont Thu 8:30-9pm) for 13 weeks, marking its eighth consecutive renewal of the Bill Slater show.

## NYC LOCAL STATION ACTIVITY

WABD - Sportscope; DEBUT April 10; Thursday 11:15-11:30pm; Sponsor - Harvey's Sea Food Restaurant; Pkgr-Prod - Albert Black Prod'ns; Dir - Frank Roberts; Guy Le Bow will be the sportscaster on the show which will present latest sports news & interviews with sports personalities.

WCBS-TV - The Big Picture; Second series of films produced by the Army Signal Corps will be presented starting April 13. Secretary of the Army Frank Pace, Jr. will introduce the series. (Sunday 2-2:30pm)

Kovacs Unlimited; DEBUT April 21; Monday thru Friday 12:45-1:30pm; Sustaining; Superv - Dan Gallagher WCBS-TV; Dire- Ned Cramer; In addition to Ernie Kovacs who has been on local shows in Philadelphia and replaced Kukla, Fran & Ollie during their summer hiatus, regulars on new daily comedy show will include vocalist Edith Adams, pianist Eddie Hatrack and straight man Andy McKay and Trig Lund, both of whom also serve as writers for the program. Show will be sold on a participating basis.

WNBT - Make Mine Romance; DEBUT April 7; Monday thru Friday 12:30-1pm; Sustaining John Conte stars as "host" on new program on which he narrates and integrates regular feature-length films which have been condensed into a half-hour.

WOR-TV - Happy Felton's Knot Hole Gang; RETURN April 12; Sponsor - Loew's Theatres thru Donahue & Coe; Happy Felton mc's Dodger pre-game show on which sandlot players work out with Dodger stars; Red Barber will appear in Pre-Game Warmup, giving color commentary and background information on the players when the Dodgers meet the NY Yankees in an exhibition game.

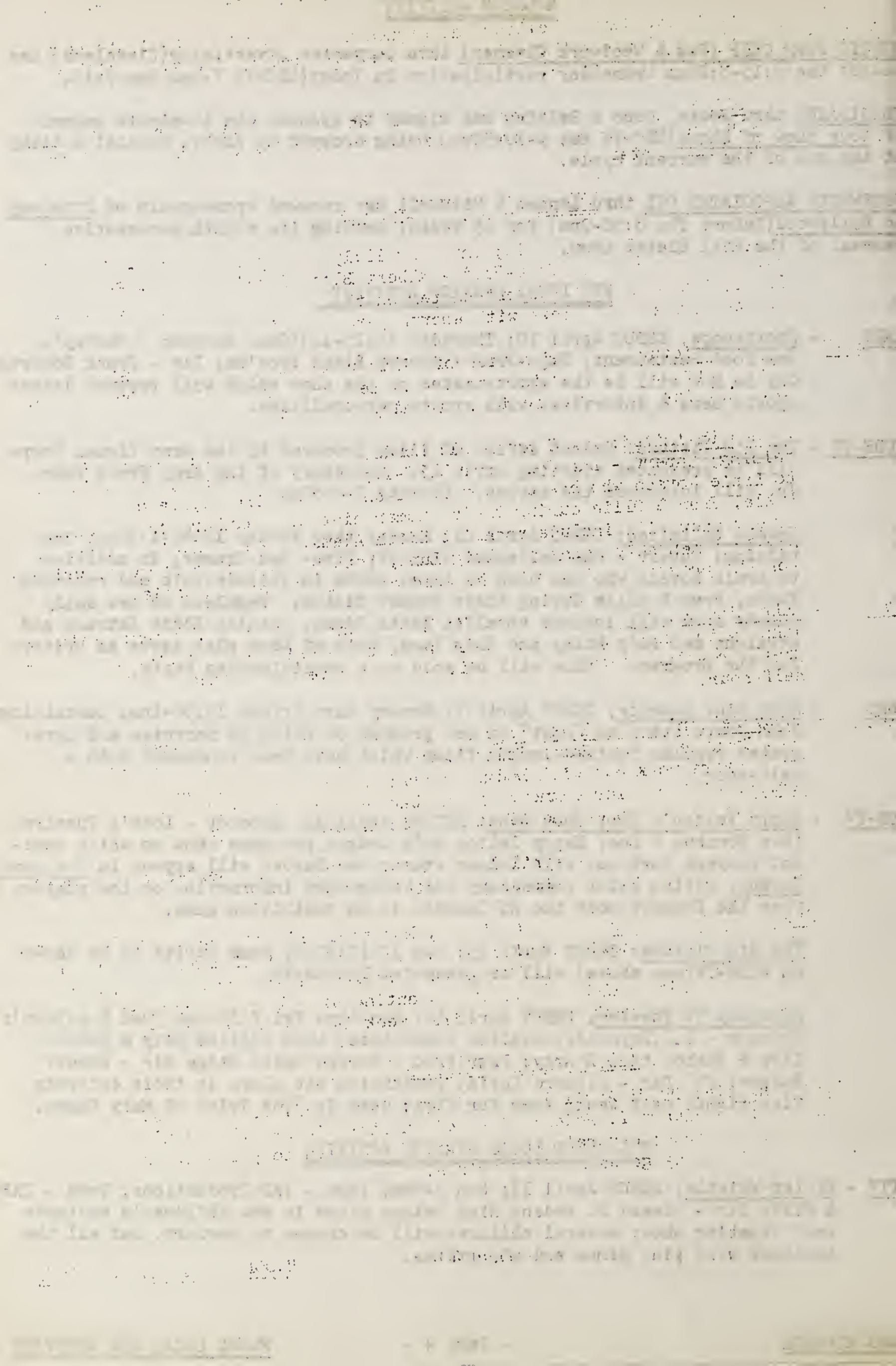
The Big Picture; DEBUT April 13; Sun 10-10:30pm; Same series to be shown on WCBS-TV(see above) will be presented by WOR-TV.

Broadway TV Theater; DEBUT April 14; Mon thru Fri 7:30-9pm (Wed 8-9:30pm); Sponsor - R.J.Reynolds(Cavalier Cigarettes) thru William Esty & General Tire & Rubber thru D'Arcy; Pkgr-Prod - Warren Wade; Stage Dir - Robert Bolger; TV Dir - Richard Lukin; presenting hit plays in their entirety five nights each week; show for first week is "The Trial of Mary Dugan."

## HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Mister Whistle; DEBUT April 13; Sun 5-6pm; Pkgr - TAP Productions; Prod - TAP & KTTV; Dir - Edward P. Roden; Nick Nelson stars in new children's audience participation show; several children will be chosen to perform, but all the audience will play games and win prizes.







## NEWS DIGEST

NBC-TV AFFILIATES FORM ASSOCIATION - Walter J. Damm of WTMJ-TV(Milwaukee) was named chairman of the newly-formed NBC-TV Affiliates Association last week in Chicago. The immediate problem at hand is the revision of the station compensation plan which had concerned the affiliates for some time, and was one of the major reasons for the formation of the independent group. In addition, the association adopted a resolution asking the network to police more carefully "cow-catcher" and "hitch-hike" commercials, and asked what the network's intentions are regarding stronger morning and afternoon programming. Clair R. McCollough of the Steinman stations was elected vice-chairman of the organization, with Arden X. Pangborn of WOAI-TV(San Antonio) named secretary-treasurer.

NBC USING NEW PLASTIC FOR PROPS & STAGE SETS - After six months of experimentation in collaboration with the Studio Alliance, NBC has put a new concept of TV staging into active use. The new plastic material is superior to other materials previously used for sets, props and costume accessories in that it is waterproof, fire-proof, shatter-proof and warp-proof. The plastic, though tougher and lighter than wood is of such a consistency that bolts and screws can be inserted easily and it can be cut, planed and sanded. It can also be repainted repeatedly for use in different colors, and in addition, the weight is anywhere from an eighth to a half that of regularly used materials.

DUMONT'S WITTING TO REPRESENT BROADCASTERS ON ADVERTISING COUNCIL BOARD - Chris J. Witting, director and general manager of the DuMont Television Network, has been elected to represent the broadcasting industry on the Advertising Council's board of directors.

PERSONNEL ITEMS: Garth Montgomery, vice-president in charge of radio & TV at Kenyon & Eckhardt moves to the copy department of the agency as one of its supervisors, retaining his vice-presidency. Also appointed vice-presidents and copy supervisors were Lealie Munro and Howard Wilson. Werner Michel becomes acting director of the radio-TV department until another appointment is made.....Jo Dine, director of NBC's press department, has joined Ziv Television Programs as public relations director, and will head a newly-created department....Harry Wismer, former ABC sports director, has been retained in a general executive capacity by Thomas F. O'Neil, vice-president of the Gen'l Tire & Rubber Co and president of WOR-TV's parent company.....Duncan R. Buckham has joined the DuMont network sales department as an account executive. He was formerly sales manager for both ABC & MBS.....Robert Clear, formerly with Young & Rubicam, has joined the radio-TV department at Doherty, Clifford & Shenfield.

Richard Hamburger has been appointed an account executive in the sales department of WABD, DuMont's key station, having formerly been an assistant account man for the Joseph Katz Company.....Betty E. Jones will serve as United Artists direct contact with the T.O.White Company, which has been appointed sales representative of UA-TV in Birmingham, Alabama.....Maurice E. McMurray and Thomas A. Wright, Jr. have been appointed to the sales staff of NBC-TV. Mr. McMurray was formerly a network salesman at CBS-TV, with Mr. Wright having been a vice-president and director of radio & TV for Dundas & Frank.....Earl Bunting has been appointed president of Televideo Affiliates of America, Inc.....Following the loss of several TV shows and the entire Schlitz account, Young & Rubicam has given notice to several of its top production men. James Sheldon who recently had been on a special assignment for Nat Wolff is now without an assignment as are Robert Schuler, Ed Duerr, Paul Franklin and Felix Jackson.







HAL ROACH SETS SECOND FOUR-PART SERIES - Gayle Gitterman will produce The Dramatic Hour, a four-part hour-long television film series for Hal Roach. The first series, The Children's Hour was recently completed with Maureen O'Sullivan in the starring role. The Dramatic Hour will be in four segments, consisting of a screen test, after which its players discuss the test with two name stars; a chapter of "The Last Days of Pompeii;" playlet by the Hal Roach Studio Stock Company; and a playlet with cast headed by two stars. Production is tentatively scheduled to begin on May 19th with September 1st set as release date for the product.

WCBS-TV(NEW YORK) ACQUIRES 14 BRITISH FILMS - WCBS-TV has acquired a new package of 14 British films for exclusive showings in the NY Metropolitan area.

The films, produced by British National Films, Ltd., between 1946-1950, are distributed by M & A Alexander. Included are "Love on the Dole," "Ghosts of Berkeley Square," and "Strawberry Roan."

REPUBLIC PICTURES REVEAL TV PROFIT - James R. Grainger, executive vice-president of Republic Pictures, has disclosed that the firm has received approximately one-and-a-quarter million dollars from sale of its product to television. This does not include new productions of Republic's TV subsidiary, Hollywood Television Service.

GEORGE BRENT FORMS TV FILM FIRM - George Brent and William B. White are reportedly forming a new firm for the making of films for television under the firm name George Brent Productions. First series announced is Address Tangiers, now being written by Robert Blees, who expects to have the first three of twenty-six ready by May 1. Brent is said to be putting up 50% of the capital for the firm and negotiating with the Chemical Bank & Trust Co of NY for the balance. Plans are to produce three low-budget series within the next 18 months, with Brent starring in two and directing the third. No distribution set-up has been announced.

FLYING A PRODUCTIONS SETS "ANNIE OAKLEY" - After much talk of an unknown for the title role in Flying A Productions Annie Oakley series, Gail Davis has been signed to star in the half-hour westerns. Miss Davis has been in a number of theatrical cowboy films. Wallace Fox will direct Annie which goes into production this week. Lou Gray is producing for Flying A.

COMMERCIALS PRODUCTION

ARCHER PRODUCTIONS(NY) - 3 (60"), 2 (40"), 7 (20") & 6 (8") completed for Champion Spark Plugs thru J. Walter Thompson for Nat'l Spot; SA & LA with LS & VO.  
10 (60"), 5 (43"), 10 (20"), 5 (52") & 1 (8") completed for Utica Beer thru Harry B. Cohen for Nat'l Spot; SA & LA with LS & VO.

MURPHY-LILLIS(NY) - 1 (2'), 1 (1'35"), 1 (60"), 1 (35") & 1 (20") completed for Firestone(Foamex & New Treads) direct for Network Program; SA & LA with VO.

VIDICAM(New York) - 1 (60") completed for Amoco thru Joseph Katz for Local Spot; LA with VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action;  
 LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.



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PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY APRIL 11</u>		
<u>Dick Tracy(film)</u> (Ralph Byrd)	WABD 7:30	<u>The Ghost Of Gravel Gertie</u> - with Almira Sessions, Sy Jenks, Paul Maxey, Jessie Adams, Frank DeKove, Skelton Knaggs
<u>RCA Victor Show</u> (Ezio Pinza)	NBC 8pm	Eugenie Leontovitch, Vanessa Brown (FROM HOLLYWOOD)
****Other shows on this date were listed in last week's issue.		
<u>SATURDAY APRIL 12</u>		
<u>Nick Kenny</u>	NBC 3:45	Joey Adams, Frankie Stevens(S)
<u>Ken Murray</u>	CBS 8pm	ADD: Billy Gilbert, Eileen Barton, Harold Russell, Dayton Boys Choir
<u>All Star Revue</u>	NBC 8pm	ADD: Benny Baker
<u>SUNDAY APRIL 13</u>		
<u>American Inventory</u>	NBC 1:30	ADD: Canada Lee Jr, Jeff Bryant, Powell Lindsay, Thom Carney, William Tregoe, Alonzo Bosan, Jon Richards, Charles Benjamin, Osceola Archer, Evelyn Wall, Milroy Ingram
<u>Teatro Televisione</u> (Italian Drama)	WOR 2pm	<u>Il Miracolo</u> - by Franco Lalli; with Enrichetta Maiori, Renato Maiori, Ester Minciotti, Silvio Minciotti, Gustavo Cecchini, Gigi Badolati
<u>See It Now</u>	CBS 3:30	Samuel Goldwyn, Renee Jeanmarie, Frank Loesser, Charles Vidor (FILMED IN HOLLYWOOD)
<u>CBS Workshop</u>	CBS 4pm	<u>Rainy Day In Paradise Junction</u> - by Meade Roberts; with Audrey Hepburn, Carmen Mathews, Paul Langton, Anthony Ross, Robert Ross; Dir: David Rich
<u>Man Of The Week</u>	CBS 5pm	Sen. Richard B. Russell
<u>Lamp Unto My Feet</u>	CBS 5:30	<u>Pilgrim's Progress</u> - modern version of John Bunyan's classic by Alan Sloane; with Nelson Olmstead, Luis Van Rooten, William Greaves, Leslie Nielsen, Jack Weston, Berry Kroeger, Alan Shayne
<u>Sam Levenson</u>	CBS 6:30	ADD: Dr. Emanuel R. Engel, Fred Robbins
<u>Royal Showcase</u>	NBC 7pm	ADD: Jack Carson as MC from this date
<u>Toast Of The Town</u>	CBS 8pm	ADD: Cornelia Otis Skinner
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>The Vault Of Death</u> - by Robert John Corcoran; with Alan Manson, Natalie Core, Harold Gary
<u>Plainclothesman</u> (Ken Lynch)	DuM 9:30	<u>The Missing Gift</u> - with John Seymour, Ken Konopka, Barbara Joyce, Joseph Belucci, Jim Winslow, Joyce Randolph







MONDAY APRIL 14

<u>Garry Moore</u>	CBS 1:30	Ray Malone, Cliff Norton
<u>Mike And Buff</u>	CBS 2:45	Maria & William Riva, Jean Sincere(S), Fred Stewart, Margaret Mead, Kay Rockefeller(Children's Theater)
<u>Kate Smith</u>	NBC 4pm	Walter Slezak, Rolly Rolls(pianist), Teen-age segment
<u>Magic Cottage</u> (Pat Meikle)	DuM 6pm	<u>Forgetful Florence Floop</u> - with Peggy Cass, Jack Bittner
<u>H'wood Screen Test</u>	ABC 7:30	Veronica Lake, guest, in <u>Murder Witness</u> - with Peter Gray & Leonard Yorr; Bert Lytell subs for Hamilton
<u>B'way TV Theater</u>	WOR 7:30	(SEEN MON, TUE, THU & FRI 7:30-9pm, WED 8-9:30pm) <u>The Trial Of Mary Dugan</u> - by Bayard Veillers; with Ann Dvorak, Vinton Hayworth, D.A. Galway, Jock MacGregor, Charles Jordan, Donald McKee, Philip Truex, Katherine Barrett, Richard Derr, John Marriott, Franklin Pulaski, Douglas Rutherford, Therese Quadri, Gene O'Donnell, Thomas Heaphy, Lynne Salisbury
<u>Lux Theater</u>	CBS 8pm	<u>Decision</u> - by Robert Esson; with Burgess Meredith, Peggy Conklin, Addison Richards, Constance Coleman; Dir: Dick Goode
<u>Voice Of Firestone</u>	NBC 8:30	Rise Stevens
<u>Lights Out</u>	NBC 9pm	<u>The Men On The Mountain</u> - by Harry Muheim; with Bill Free, Harry Landers, Harry Bellaver, Robert Hull, Henry Barnard, Bill Kent, Henry Silver, Ray Tasco, Irwin King; "Lights Out" now produced & directed by Lawrence Schwab Jr.
<u>Robert Montgomery</u>	NBC 9:30	<u>Operation Hitch-Hike</u> - by Jerome Ross; with June Lockhart, George Keane, Cliff Robertson, Mario Gallo, Logan Field, Ray Boyle, Martin Kosleck, Hans von Twardowski; Dir: Vincent Donahue
<u>Studio One</u>	CBS 10pm	<u>Hold Back The Night</u> - by Pat Frank, adapt by Mel Goldberg; with John Forsythe, Joe Maross, Leonard Barry, Lee Phillips, Philip Abbott, Victor Thorley, Ray Rizzo, Rosemary Petit, Ann Sorg, Jim Davidson, Lee Madden, Fred Scollay, Joe Campanella, Jerry Hackady, James Wyler, Judith Young, Vaughn Stuart, Johnny Seven; Dir: Paul Nickell; "Studio One" is now produced by Donald Davis
<u>Who Said That</u> (Net except WNBT)	NBC 10:30	Frank Conniff, Anna Lee, Merriman Smith (SEEN VIA KINESCOPE ON WNBT SAT APR 19 7PM)

TUESDAY APRIL 15

<u>Garry Moore</u>	CBS 1:30	Walter Slezak
<u>Mel Torme</u>	CBS 3:30	Kirkwood & Goodman, Joan Holloway
<u>Kate Smith</u>	NBC 4pm	Mayo Brothers(D), Pupi Campo & Orch, DeLage & Shirley (magicians), "The Unwanted" segment
<u>Stork Club</u>	CBS 7:45	Cornelia Otis Skinner
<u>Texaco Star Theater</u> (Milton Berle)	NBC 8pm	Bobby Thompson, Sal Maglie, Russ Hodges, Mimi Benzell, Jack Norton(C), The Dunhills(D), Le Coutons(acro), Frank Gallop







TUESDAY APRIL 15(Cont'd)

<u>Battle Of The Ages</u> (John Reed King)	DuM 9pm	<u>Vets: Virginia Sale, Juanita Hall; Youth: Elaine Dunn(D), Beatriz Pich(8-yr-old pianist)</u>
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>Brown Of Calaveras</u> - by John Sheppard & Margaret Buell Wilder, from story by Bret Harte; with Marjorie Lord, Bill Bishop, Sheb Wooley, John Vosper, Stanley Andrews, June Evans, June Ellis, Kit Guard
<u>Suspense</u>	CBS 9:30	<u>My Grandmother's Leg</u> - by Rafael Hayes; with Henry Hull, Skip Homeier, Philip Coolidge, Pat Crowley
<u>Armstrong Theater</u>	NBC 9:30	<u>The Darkroom</u> - by Kay Arthur; with John Newland, Louise Allbritton, Susann Shaw, Nicholas Soussanin; Dir: Garry Simpson
<u>Danger</u>	CBS 10pm	<u>The Cornbelt Kid(tentative title)</u> - by Leo Davis; with Joshua Shelley, Eddie Binns, Horace McMahon, Abe Simon, James Little, Robert Dale Martin, Milton J. Williams, Charles Reynolds
<u>Not For Publication</u> (Jerome Cowan)	DuM 10pm	<u>All The World's A Stage</u> - by Howard Merrill; with Herbert Nelson, Maurice Burke, Kal Ross, Black Simms, Alan Curtis

WEDNESDAY APRIL 16

<u>It's A Problem</u> (Helen Parkhurst)	NBC 11:30am	<u>How To Give Allowances</u> - with Trude Lash, Joan Cook
<u>Garry Moore</u>	CBS 1:30	Condos & Brandow(D), Lucile Watson
<u>Mike And Buff</u>	CBS 2:45	Tony Lavelli(M), Jerry Murray(roller derby), Chuck Feeley(sports official)
<u>Ralph Edwards</u>	NBC 3:30	Jack Smith (FROM HOLLYWOOD)
<u>Kate Smith</u>	NBC 4pm	Howard & Shelton(C), George Schreiber(artist), Vince & Gloria Haydock(D), Pvt. Jerry Rathus(M)
<u>Perry Como</u>	CBS 7:45	Betty Clooney
<u>Kate Smith Evening</u>	NBC 8pm	Myron Cohen, Costello Twins(acro), DeCastro Sisters, Ethel & Albert
<u>Ellery Queen</u> (Lee Bowman)	ABC 9pm	<u>The Bar-Peaceful Murder</u> - by Norman Lessing; with Diana Douglas, James Gregory, Marc Cramer, Helen Carew
<u>Kraft Theater</u>	NBC 9pm	<u>Green Cars Go East</u> - by Paul Vincent Carroll, adapt by R. Howard Lindsay; with William Harrigan, June Dayton, Jane Rose, Biff Elliott, Everett Chambers, Dean Harens; Dir: Maury Holland
<u>The Web</u>	CBS 9:30	<u>Rx Death</u> - by A.J. Russell; with Peter Hobbs, Eddie Binns, Madeleine Sherwood, Joe Mantell, Edith Gresham, Maxwell Glanville, Pauline Myers, Philip Hepburn; Announcer: Ian Keith; Dir: Lela Swift



1. The first part of the report deals with the general situation of the country at the beginning of the year. It mentions the fact that the country was in a state of peace and that the government was working for the improvement of the country.

2. The second part of the report deals with the financial situation of the country. It mentions that the government had a surplus of money and that it was able to pay off its debts.

3. The third part of the report deals with the social situation of the country. It mentions that the people were happy and that there was no social unrest.

4. The fourth part of the report deals with the political situation of the country. It mentions that the government was strong and that it was able to maintain its power.

5. The fifth part of the report deals with the military situation of the country. It mentions that the army was well-trained and that it was able to defend the country.

6. The sixth part of the report deals with the foreign relations of the country. It mentions that the country was friendly with its neighbors and that it was able to maintain good relations with the other countries.

7. The seventh part of the report deals with the education of the people. It mentions that the government was working to improve the education system and that it was able to provide a good education for all the people.

8. The eighth part of the report deals with the health of the people. It mentions that the government was working to improve the health system and that it was able to provide good medical care for all the people.

9. The ninth part of the report deals with the economy of the country. It mentions that the government was working to improve the economy and that it was able to provide good jobs for all the people.

10. The tenth part of the report deals with the future of the country. It mentions that the government was working to improve the country and that it was able to provide a good future for all the people.



WEDNESDAY APRIL 16(Cont'd)

Celanese Theater ABC 10pm Morning's At Seven - by Paul Osborn, adapt by Robert Wallsten; with Howard Smith, Evelyn Varden, Patricia Collinge, June Walker, Harold Vermilyea, Henry Jones, Dortha Duckworth, Aline MacMahon

THURSDAY APRIL 17

Garry Moore CBS 1:30 Monty Woolley

Mike And Buff CBS 2:45 Mr. & Mrs. Richard Lockridge(Mr. & Mrs. North writers)  
Ginger & Lanny Grey(jingle writers)

Kate Smith NBC 4pm Hootor & Byrd(D), Tony DeSimone Trio(from WPTZ Phila),  
The Charioteers(S), Fashion Showcase

Star Of The Family CBS 8pm Monte Irvin, Dorothy Sarnoff, Peggy Ryan & Ray Mac-  
(Peter Lind Hayes) Donald, Al Gordon & dog

T-Men In Action NBC 8:30 The Obedient Son - by Abe Ginnes; with Wright King,  
(Walter Greaza) David Clarke, Vaughn Taylor, Peggy Allenby, Helen  
Barron, Frank Stephens

Man Against Crime CBS 9pm Rita Lynn, Alan Shayne, Bernard Kates, Bruce Evans  
(Ralph Bellamy)

Ford Festival NBC 9:30 Buster Keaton  
(James Melton)

Racket Squad(film) CBS 10pm The Empty Houses - with Howard Charles, Jean Bates,  
(Reed Hadley) Ned Young, Veda Ann Borg

Charlie Wild DuM 10pm Long Lost Love - with John Shellie, Anna Minot, Harry  
(John McQuade) Landers, Robert Middleton, Leo Bayard

Martin Kane NBC 10pm Terry Becker, Wolfe Barzell, Dorothy Peterson, James  
(Lloyd Nolan) Bender, Douglas Chandler, Edwin Cooper

Crime Photographer CBS 10:30 The Good Turn - by John T. Chapman; with Lee Grant,  
(Darren McGavin) Fred Sadoff, Ann Verner, Burton Mallory

Author Meets Critics DuM 10:30 Mr. President - by William Hillman; Sen. Clinton P.  
(Faye Emerson) Anderson(for), Leo Cherne(against)

Eloise Salutes WPIX 2:15 Finn Haakon Magnus(Horatio Alger winner) (SEEN VIA  
KINESCOPE ON WCBS-TV SUN APR 27 11:15PM)

FRIDAY APRIL 18

Garry Moore CBS 1:30 Jo Mielziner, Senor Wences

Mike And Buff CBS 2:45 Roger Price, Belle Krasne(Art Digest ed), Jim Moran

Kate Smith NBC 4pm Benny Fields, The 4 Evans(D), Evalyn Tyner

Margaret Arlen WCBS-TV 4pm Jean Porter subs for Miss Arlen today thru May 2

We,The People NBC 8:30 Bill Bevins(ball player), Dr. Wayne Anderson, Com.  
Paul Gray, Vittorio Manunta(actor-orphan), Lady Evelyn Berkeley







FRIDAY APRIL 18(Cont'd)

<u>Schlitz Playhouse</u>	CBS 9pm	<u>Now's The Time</u> - by Bernard Schoenfield; with Walter Hampden, Ernest Truex, Jerome Cowan, Gene Lyons, Cameron Prud'homme, Shirley Standlee, Joan Calistri; Prod-Dir: William H. Brown Jr.
<u>Big Story</u>	NBC 9pm	<u>A.M. Rochlen, Los Angeles Times</u> - by Abe Ginnes; with Gilbert S. Green, Charity Grace, Ralph Dunn, Daniel Reed, Helen Ray, Gordon B. Clarke, Joseph Foley
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>Time To Go</u> - by Mann Rubin; with Sylvia Sidney, Robert H. Harris, Ed Peck, Truman Smith, Vera Massey
<u>Police Story</u>	CBS 10pm	<u>Ruby Barrett, Atlanta, Ga.</u> - by Irwin Kenny; with Lois Wheeler, Paul Langton, Jason Johnson, John Marley, Carl Don, Peg Hillias; Dir: David Rich
<u>Cavalcade Of Stars</u> (Jackie Gleason)	DuM 10pm	Deep River Boys, Mary Mayo
<u>It's News To Me</u>	CBS 9:30	Constance Bennett, Mel Allen

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Add to listings for Sunday April 13:

<u>Cameo Theater</u>	NBC 10:30	<u>Treasure Trove</u> - by Harry W. Junkin; with John Newland, Don Briggs, Frances Reid, Anita Bolster, Leslie Barrie
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ADVANCE LISTINGS(Incomplete)

Listings for next Saturday's & Sunday's programs are recorded here. It is impossible for us to make them more complete, since the production offices themselves did not have the information at our press time which is Friday, 6pm. As usual, for the record, complete cast credits for these shows will be recorded in our next issue.

SATURDAY APRIL 19

<u>Betty Crocker</u>	ABC 11:30am	Robert Cummings in <u>Sense Of Humor</u> -by Norman Lessing
<u>Mr I Magination</u> (Paul Tripp)	CBS 1pm	<u>Huckleberry Finn</u> - adapt by Rosemary Foster; with Clifford Sales
<u>Trapped</u>	WOR 7pm	<u>Death Sings In Cellars</u> - with Everett Chambers, John McLiam, David Kerman, Nancy Archibald
<u>Ken Murray</u>	CBS 8pm	Edward Arnold, Rosemary Clooney, Willie West & McGinty(C)
<u>All Star Revue</u> (Jimmy Durante)	NBC 8pm	Bette Davis (FROM HOLLYWOOD)
<u>Your Show Of Shows</u> (Sid Caesar)	NBC 9pm	Arlene Dahl
<u>Songs For Sale</u> (Steve Allen)	CBS 9:30	<u>Guest Singers</u> : Eddie Fisher, Betty Clooney, Hoagy Carmichael; <u>Judges</u> : Joan Whitney, Art Ford, Barry Gray, Buddy Rich, Ralph Blane



THEORY OF THE EARTH

The theory of the earth is a branch of geology which deals with the origin and development of the earth and its various parts. It is a science which seeks to explain the causes of the various geological phenomena which we observe in nature. The theory of the earth is a very old science, and it has been the subject of much speculation and controversy. In the early days, the theory of the earth was based on the ideas of the ancient philosophers, who believed that the earth was created by the gods. They believed that the earth was a flat disc, and that the sun and the stars were fixed in the sky. They believed that the earth was made of four elements, earth, water, air, and fire. They believed that the earth was the center of the universe, and that the sun and the stars revolved around it. These ideas were based on the observations of the ancient philosophers, and they were the only ideas that they had. In the middle ages, the theory of the earth was based on the ideas of the church. The church believed that the earth was created by God, and that it was the center of the universe. They believed that the sun and the stars were fixed in the sky, and that they revolved around the earth. These ideas were based on the teachings of the church, and they were the only ideas that people had. In the 17th century, the theory of the earth was based on the ideas of the scientists. The scientists believed that the earth was a sphere, and that the sun and the stars were fixed in the sky. They believed that the earth was made of four elements, earth, water, air, and fire. They believed that the earth was the center of the universe, and that the sun and the stars revolved around it. These ideas were based on the observations of the scientists, and they were the only ideas that people had.

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SUNDAY APRIL 20

<u>Horizons</u>	ABC 1pm	<u>The Future Of Poetry</u> - with Mark Van Doren
<u>TV Recital Hall</u>	NBC 3:30	Tossy Spivakovsky(violinist)
<u>Meet The Press</u>	NBC 4pm	Charles Sawyer(Secretary Of Commerce)
<u>Hllmk Hall Of Fame</u> (Sarah Churchill)	NBC 4:30	<u>Ann Bradstreet, Puritan Poetess</u> - by Michele Cousin; with Miss Churchill, Robert Pastene, Alice Thorsell, Cavada Humphrey, William Podmore, Carl Harbord
<u>Meet The Masters(film)</u>	NBC 5:30	Andres Segovia, Jan Pearce, Nadine Conner
<u>Jack Benny</u>	CBS 7:30	Isaac Stern (FROM HOLLYWOOD)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Billy Eckstine, Evelyn Knight, Nancy Walker
<u>Colgate Comedy Hour</u> (Donald O'Connor)	NBC 8pm	Andy Devine, Mindy Carson, Ben Blue (FROM HOLLYWOOD)
<u>Arthur Murray</u>	ABC 9pm	Buster Keaton; others to be announced
<u>Goodyear Playhouse</u>	NBC 9pm	<u>The Basketweaver</u> - by Robert Allen Aurthur; with Robert Keith Jr, Walter Matthau; balance of cast not set at press time
<u>Celebrity Time</u>	CBS 10pm	<u>Guests:</u> George Raft, Carmen Torres, Trini Reyes; <u>Sketches:</u> Ernest Sarracino, Leslie Litomy, Tom Mahoney

T A L E N T   L O C A T O R   S E R V I C E   April 13, 1952

<u>LOLA ALBRIGHT</u> film actress here from coast AGT: MCA PL 9-7500	<u>GENE NELSON</u> current Warner Theater - CON: Larry Golob, Warner Bros CI 6-1000
<u>JOHN BOLES</u> returned from Europe	<u>ZASU PITTS</u> - AGT: Wm Morris JU 6-5100
<u>KITTY CARLISLE</u> - AGT: Martin Goodman JU 6-1180	<u>LILY PONS</u> - AGT: Col. Concerts CI 7-6900
<u>HOAGY CARMICHAEL</u> here for TV - AGT: MCA	<u>GEORGE RAFT</u> - AGT: Charles V. Yates MU 7-4256
<u>ROBERT CUMMINGS</u> - AGT: Jaffe Agency PL 9-6693	<u>TINO ROSSI</u> singer arrived from Europe
<u>FAITH DOMERGUE</u> film actress in NY	<u>TOM SCOTT</u> balladeer avail TV - AGT: Al Grossman CI 5-8422
<u>ANDRE DASSARY</u> French singer now in NYC	<u>DOROTHY SHAY</u> - returned from coast - AGT: Wm Morris JU 6-5100
<u>AVA GARDNER</u> - AGT: Famous Artists CI 7-6200	<u>FRANK SINATRA</u> now booked thru Wm Morris
<u>TAB HUNTER</u> from coast Apr 18 - CON: Alfred Tamarin U-A CI 5-6000	<u>BURR TILLSTROM &amp; FRAN ALLISON</u> arrive NY Apr 21, will be here 2 weeks
<u>MONTE IRVIN</u> NY Giants player - PRESS: Hal A. Salzman JU 6-4300	<u>VERA RALSTON</u> film actress in NY - CON: Republic Pictures JU 6-1700
<u>WRIGHT KING</u> now avail TV - MGR: Grace Lyons MU 8-2930	<u>PETER LIND HAYES &amp; MARY HEALY</u> returned from coast
<u>DICK MOORE</u> returned from coast - AGT: Lucile Phillips CI 7-3263	<u>GEORGE SANDERS</u> - AGT: General Artists CI 7-7550



1. The first part of the report is a summary of the work done during the year.

2. The second part is a detailed account of the work done during the year.

3. The third part is a summary of the work done during the year.

4. The fourth part is a summary of the work done during the year.

5. The fifth part is a summary of the work done during the year.

6. The sixth part is a summary of the work done during the year.

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12. The twelfth part is a summary of the work done during the year.

13. The thirteenth part is a summary of the work done during the year.

14. The fourteenth part is a summary of the work done during the year.

15. The fifteenth part is a summary of the work done during the year.

16. The sixteenth part is a summary of the work done during the year.

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20. The twentieth part is a summary of the work done during the year.

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28. The twenty-eighth part is a summary of the work done during the year.

29. The twenty-ninth part is a summary of the work done during the year.

30. The thirtieth part is a summary of the work done during the year.

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39. The thirty-ninth part is a summary of the work done during the year.

40. The fortieth part is a summary of the work done during the year.

41. The forty-first part is a summary of the work done during the year.

42. The forty-second part is a summary of the work done during the year.

43. The forty-third part is a summary of the work done during the year.

44. The forty-fourth part is a summary of the work done during the year.

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46. The forty-sixth part is a summary of the work done during the year.

47. The forty-seventh part is a summary of the work done during the year.

48. The forty-eighth part is a summary of the work done during the year.

49. The forty-ninth part is a summary of the work done during the year.

50. The fiftieth part is a summary of the work done during the year.



## TV's "SOFT" MARKET ANALYZED

This term "soft" market has been bruited around Madison and Fifth Avenue for two or three months now. Its original connotation was designed to cover a comparative inactivity in sales of network time. As such, the situation was explainable by a number of factors: In the first place, at least on the two major networks - which could clear a sufficient number of stations to make a time buy interesting - there wasn't much time to sell, for immediate use, that is. Sure, you could get the CBS-TV time opposite Berle or Show of Shows, but who wanted it? Sure, there were daytime periods open on NBC-TV and CBS-TV, but with daytime sponsorship having doubled in the past year on a network basis, there was nothing to moan about...all that was needed was some aggressive salesmanship and showmanship, like the kind put forth for Today. With regard to long-range sales for the summer and fall, speculation over election possibilities, evaluation of entire advertising budgets for the next year, and analysis of TV results to date were combining to slow up the decisions on time buys. Lest this seem overly blue sky, resistance to high talent costs was and is a definite factor, which can, however, be overcome by intelligent packaging and by constant readjustment of the selling formula to meet the situation (participating, alternate, and rotating sponsorship of those high-priced hours, for example).

In the second place, the "soft" market as it applied to ABC & DuMont was merely an extension of a situation which they have been fighting and will have to continue to fight for some time....not enough stations to allow them to offer enough of a network to make high-priced (& high-rated) programming attractive. Lifting of the freeze on stations will alleviate this problem to some extent, but it is feared that the FCC allocations plan does not provide for enough multiple station markets to ever give ABC and DuMont the freely competitive opportunity they deserve. There's hardly a soul in the industry who doesn't proclaim that competition is a good thing. And yet ABC and DuMont will not exert healthy competition unless they are able to deliver a truly national network.

When a "soft" market - or call it what you will - grows in connotation until it looms as a possible threat to the entire network structure....it remains for the industry to do its own lifesaving. ROSS REPORTS has always been prone to recognize the merits of Spot advertising as well as the network variety. In this instance, complete objectivity is called for, since the goal is to picture the truth or falsity of claims that network advertisers are deserting the fold by the bushel.

After analyzing data presented on the following page, the conclusions are that though there may be an undercurrent of advertiser resistance with regard to future activity in the summer, fall or thereafter (& this is completely unconfirmed), recent and current business activity indicate a healthy situation, both network and local. Where, as in the case of ABC, there has been a significant drop, other, personalized factors have had more to do with the move than a loss of faith in network television (see individual network analyses to follow).

As a matter of fact, analysis of network sponsor activity shows that no more than a bare handful have dropped completely out of television...that in almost every case, the dropping of one show or one network has cued the purchase of another - even bigger - time buy. Perhaps no move better illustrates this point than Admiral's dropping of Lights Out on NBC-TV, only to plunge for heavy billing on ABC with complete political convention and election coverage. And meanwhile, NBC-TV was immediately able to pick up Pearson Pharmacal for Lights Out sponsorship. Other illustrations galore elaborate this point on the following page.

Last year, with 14 million receivers in circulation, the industry made \$43million before taxes & individual stations made 93¢ on the dollar. This year, with receiver circulation jumping to 19 million & new stations on the air...well.







# CBS PICKS UP NEW ACCOUNTS & REPLACES LOST ONES

The following record of CBS-TV sponsor activity for the network is not meant to be absolutely complete....merely to indicate the manner in which new accounts have been picked up and replacements made for accounts which have left the network.

<u>Jan.-Feb</u>	<u>Debit</u>	<u>Credit</u>
GE cuts Waring Show to $\frac{1}{2}$ hr		Bristol-Myers moves Break The Bank from NBC to 62 station CBS net in 9:30-10pm Sun time
Hallmark moves Sarah Churchill $\frac{1}{2}$ hr to NBC		M&M Candy Carnival goes into 12:30-1pm Sun time
		Ranger Joe moves from ABC into 12n Sun time
		Gen Foods moves Bert Parks from NBC 3:30-4 M-F
		Lever Bros buys Godfrey 10:15-10:30am M-Thu
Oldsmobile drops T,Th News		Columbia records picks it up (Olds keeps M-W-F)
		P&G buys the T & Thu segments of Egg & I
<u>March</u>		Cavalier Cigs buys $\frac{1}{2}$ hr Tue 10:30 for My..Irma
Schlitz cuts its Playhouse to $\frac{1}{2}$ hr		Sanka moves Its News To Me into 9:30pm Fri time
		Gen Foods moves Claudia from NBC into 9:30pm Mon time vacated by Sanka
Esso-Kroger drops Alan Young		Camels moves ManvsCrime into 9-9:30pm Thu slot
* See asterisk below		Irma moves into MvsC's 8:30-9pm Fri slot
		Local stations get the 10:30pm Tue time vacated by Irma...WCBS-TV sells Ruppert for Candid Cam
Schick drops alt week Crime Synd		Carter Prods moves City Hospital from ABC into the alt week 9pm Tuesday time
Pepsi-Cola drops Faye Emerson		holds time for new show or trade in time slot

Summer and Fall business already booked on CBS-TV is substantial. Gillette will sponsor the Kentucky Derby on radio and TV at a reported cost of \$200,000..... Westinghouse will pick up the political conventions at a substantial billing..... Camels is expected to bring Pantomime Quiz back on CBS in June....Owens Corning Glass has been announced as buying You Are There for June debut. On September 1, Art Linkletter's Houseparty will debut, sponsored from 3-3:15pm M,W,Th by Lever Brothers and 2:45-3pm M-Th by Pillsbury. In addition, Pillsbury will pick up the 10:30-10:45am Godfrey simulcast M-Thu...immediately following Lever's  $\frac{1}{4}$ hr pickup already going. \*General Mills, which a short time ago dropped Live Like A Millionaire on CBS, has expanded its Friday pickup of Bride & Groom to  $\frac{1}{2}$ hr, M-T-W segment remain  $\frac{1}{4}$ hr..... Live Like A Millionaire Friday 10pm slot was filled by Pearson Pharmacal's Police Story in March.

In refuting the Wall Street Journal point that CBS had to offer advertisers a 10% discount plus a 25% reduction in program cost as an inducement to remain on over the summer, VP Thrower was quick to point out that this was a reduction from the 33  $\frac{1}{3}$ % rebate on program which the network offered last summer...and of course it need hardly be pointed out to broadcasting professionals that all the TV networks have done an excellent job in antiquating the practice of the summer hiatus that was established by AM radio. Certain inducements had to be offered, but increasing data attesting to the effectiveness of summer advertising will undoubtedly bring the incentives offered down to more realistic levels. CBS-TV for one expects the major proportion of its 60-odd advertisers to remain on this summer. By returning Sunday afternoon to local affiliates the network assumes a realistic economy during the baseball season & allows for experimentation on its NYC flagship for the Fall.



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*Syntherisma*



Whatever the future of network television, NBC-TV rates a kudo for the past and the present, when it had the courage to pioneer new time slots and program formats, developing them to the point where sponsors literally were standing on line to take over when a predecessor vacated the time. As in the past, certain advertisers have come on TV for a 13 week cycle only to find that the medium was not right, and so sponsors have been lost.....but in the majority of cases, if NBC-TV has lost a sponsor, it has been either to another network that had a different time or show to offer.....and there was always a replacement ripe for the plucking. Witness the recent history of the Kate Smith and Your Show of Shows programs:

Smith - original lineup for evening show: Congoleum Nairn 1st  $\frac{1}{2}$ hr, B T Babbitt and Norge alternate 2nd  $\frac{1}{2}$ hr. When Congoleum dropped, Reynolds Metals stepped in; when Norge dropped, Anson (Swank) stepped in...& so Kate is still sold out... And her daytime cross-the-board show is sold out also, with network hoping to keep all the participating sponsors on over the summer. Cost factor undoubtedly forced the Norge and Congoleum cancellation (in the face of Arthur Godfrey ratings), but the two have been on TV before & will be back.

Show of Shows - original lineup in '51: 1st  $\frac{1}{2}$ hr - Camels; 2nd  $\frac{1}{2}$ hr - 10' segments to Libby, Benrus, SOS; 3rd  $\frac{1}{2}$ hr - Lehn & Fink alt w/ Eversharp..... Recently, both Libby & Eversharp bowed off. Kaiser-Frazer (which had been sponsoring Ellery Queen on ABC) picked up the Eversharp  $\frac{1}{2}$ hour, and at press time it looked almost certain that Frigidaire (already sponsoring Pulitzer Playhouse on ABC-TV) would pick up the open 10'.

Other indications that sponsors do not drop television when they cancel one show are pointed up as follows:

Hazel Bishop - after breaking in with Freddy Martin last summer, this advertiser has been constantly experimenting, recently with the alternate week of Cameo Theater and part sponsorship of Stop The Music (ABC). Although the sponsor recently dropped both these programs, he has just debuted with Your Prize Story on Wed at 10pm.

Riggio Tobacco (Regents) - realigning its whole advertising structure, including a change of agencies, this advertiser recently dropped first the alternate week of Cameo Theater, then the whole show. Previously he had sponsored Leave It To The Girls on NBC-TV also. However, he has just bought a 5 minute cross-the-board network participation in Today, one of 10 such participants now enjoyed by Garroway after 3 mo.

Other plus activity: network lost Admiral as sponsor of Lights Out, picked up Pearson (Ennds) for the same show....three sponsors decided to drop the alternate week of their shows & so the lineup now looks like this: Philco & Goodyear alternate with the hour drama on Sunday; Luckies & S C Johnson alternate with Robert Montgomery; Speidel & Crosley alternate with What's My Name (Paul Winchell).....although Chesterfield dropped its Sun 7pm Sound Off, it picked up the 9-9:30pm Thurs slot for Dragnet (Fatima) and Gangbusters (Chesterfield) on alternate weeks.....although General Foods moved Claudia to CBS, Hallmark brought not only a regular  $\frac{1}{2}$ hr of Sarah Churchill from CBS to NBC, but also sizeable special event billings such as its sponsorship of "Amahl & The Night Visitors" this Easter.

Other recent new business: Lees Carpets put Meet The Masters in a Sun aft  $\frac{1}{2}$ hr; Rybutol, Ekcoware, Necchi Sewing Machines pick up The Goldbergs on M-W-F respectively, thereby compensating for the cutting of Kukla, Fran & Ollie to  $\frac{1}{2}$ hr; Gen Foods, after removing Bert Parks and Claudia, put Roy Rogers on for  $\frac{1}{2}$ hr Sundays....and what with Philco purchasing the political convention coverage and a summer incentive plan calling for 10% on time charges plus program incentives, billings losses like GE's dropping Bill Goodwin twice weekly  $\frac{1}{2}$ hr & Johns Manville dropping its Fairmeadows  $\frac{1}{2}$ hr Sunday show are more than offset. As for the Fall, committed as it is to high-budget programming, the network may have to look even more to participations, rotations, etc.



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and the other half (approx. 50%) of the total population of the country is in the urban areas. The urban population is concentrated in the capital, Lima, and in the coastal cities of Callao, Trujillo, and Iquitos. The rural population is concentrated in the sierra and jungle regions. The population is growing rapidly, and the urban population is increasing at a faster rate than the rural population. The population is becoming more educated, and the urban population is becoming more affluent. The population is becoming more mobile, and the urban population is becoming more integrated into the national economy. The population is becoming more diverse, and the urban population is becoming more multicultural. The population is becoming more organized, and the urban population is becoming more active in the political process. The population is becoming more aware of its rights, and the urban population is becoming more demanding of the government. The population is becoming more responsible, and the urban population is becoming more committed to the nation. The population is becoming more united, and the urban population is becoming more loyal to the country. The population is becoming more prosperous, and the urban population is becoming more satisfied with the government. The population is becoming more healthy, and the urban population is becoming more active in the sports and recreation. The population is becoming more educated, and the urban population is becoming more skilled in the arts and sciences. The population is becoming more organized, and the urban population is becoming more active in the social and cultural life. The population is becoming more aware of its rights, and the urban population is becoming more demanding of the government. The population is becoming more responsible, and the urban population is becoming more committed to the nation. The population is becoming more united, and the urban population is becoming more loyal to the country. The population is becoming more prosperous, and the urban population is becoming more satisfied with the government. The population is becoming more healthy, and the urban population is becoming more active in the sports and recreation. The population is becoming more educated, and the urban population is becoming more skilled in the arts and sciences. The population is becoming more organized, and the urban population is becoming more active in the social and cultural life.



In picking up and re-echoing the Wall Street Journal article, Jack Lait, erstwhile Winchell replacement as Mirror columnist, used the phrase: "all chains except DuMont are sharply affected". There'd be more cause for Chris Witting and co-freres to grin in any way except wryly if DuMont had more network sponsors about which to worry. Bedeviled by the freeze and inability to clear stations, limited in spending money for programs by the parent Laboratories, DuMont has been plugging away at co-operative, low-cost, limited station lineup, participating potentials. In its favor is the fact that all present sponsors seem happy, with most having recently announced renewals. Among those who have been riding right along are: Drugstore TV Productions (Cavalcade of Stars) - which however dropped its 2nd hour last Fall; Premier Foods (Rumpus Room); General Foods (Captain Video); Larus & Bro (Plainclothesman) and Tidewater Oil (Bway to Hwood). In addition, the network has American Chicle sponsoring Rocky King; Crawford Clothes with They Stand Accused; Int'l Shoe (Kids & Company); Mennen (Twenty Questions); Curtis Publishing (Keep Posted) and Gruen (Gruen Theater on alternate weeks). Recently, the network acquired the Wine Corporation of America account, which moved Charley Wild from ABC; Old Gold (Down You Go); and Serutan (Battle of the Ages).

DuMont, which has an annual 12½% discount to 25% discount, depending on billings, expects all current sponsors to continue through the summer.

AND SO TO ABC-TV - WHICH RATES A DOUBLE FCC BLESSING

ABC-TV lives but for tomorrow....and the double blessing it may bring from the mighty FCC -- a wedding with United Paramount Theaters & the dowry that comes with it....plus the lifting of the freeze on stations, so that the network can offer its clients the semblance of a "live" interconnected network that will justify healthy expenditures on programming.

The last month has been rough on ABC-TV. Even though billings for the first two months of '52 were up over last year, it was recognized that many sponsors were using the network in lieu of room on CBS-TV & NBC-TV. Although in a few cases, clients dropped from ABC-TV right out of television (Cluett, Peabody, Green Giant, Reichold Chemical - which came on for a very brief fling - Sieberling Tire, etc) most merely took their shows and/or their billings to the networks which could offer them better coverage, better adjacencies, and better rating potentials.

And so, in a brief period of time, the network also was bereft of: Toni, Hazel Bishop and Old Gold (Stop The Music) - although Old Gold is keeping ½hr for another program...of Goodyear (Whiteman Revue), which however picked up an alternate hour on NBC...of Philco (Don McNeill), which, however, bought full convention coverage on NBC...of Block Drug (Crime With Father), which has other shows on other nets ...of Kaiser-Frazer (Ellery Queen), which has bought Show of Shows time on NBC...of Carters (City Hospital) to CBS; Pearson-Ennds (Hwood Opening Night), which moved to CBS with Police Story & NBC with Lights Out...of Gruen (Gruen Theater) to DuMont.... of Hollywood Candy (Hwood Jr Circus) dropped...of Rhodes Pharmacal (Crime With Father)....of Minute Maid (Gayelord Hauser)...and a number of others.

On the positive side, most positive is Admiral's buy of the convention and election coverage - amounting to at least 50 hours. Other recent acquisitions include: Frigidaire for an alternate week hour with Pulitzer Playhouse; Masland Carpets, which joins Kreisler as alt week sponsor of Tales of Tomorrow; Bendix & Swanson, who alternate with The Name's The Same; Amer Tobacco with Meet The Champ; F W Amend with Hail The Champ; Sweets Co of Amer with Tootsie Hippodrome; and Carter Products which put Drew Pearson in a Sunday 11-11:15pm ½hr on May 4.







## "SOFT" MARKET BE DAMNED!

Of course, one can always say "where there's smoke there's fire". Sure, billings may be skyrocketing at present, and by the Fall advertisers may have run out of money...no matter how low is TV's cost per thousand or how well that cost stacks up against competing advertising media.

However, ROSS REPORTS - which has always been quick to point out the trend - even when it's away from network and toward Spot TV - concedes nothing to an ill-informed, even prejudiced report that attempts to capitalize on a few explainable trade moves by projecting them into an industry-wide slump.

To reassure both the "laymen" and those alarmists within television's own ranks, the following summarization and recommendations should not be amiss:

1. "Soft" market be damned! Aggressive selling has as recently as yesterday (Friday) closed one network deal...many more deals were similarly closed during the past few months. Certain readjustments in selling formula may have to be made to meet an obvious trend by advertisers toward sponsorship of special events....also, the higher-budgeted programs will undoubtedly have to be sold on a rotating or participating basis, with programs serving merely as the vehicle around which to place an advertising message, rather than strive for complete program-sponsor identification. CBS-TV's approach makes sense too -- build low-cost situation comedy packages with high identification. For DuMont and ABC, co-op deals are in order, at least until those stations become available.
2. FCC lifting of the freeze will be a big help...give the industry the jolt of excitement that will keep it from lapsing into routine business and not enough showmanship. However, it is hoped that an ultimate allocations plan will be conceived to make for at least 4 network competition by allowing the maximum number of multiple station markets. If there have been cancellations to date, this alone must bear a huge share of the blame.
3. There are still new advertisers coming into the field...and few are leaving. In the last few months, Pearson Pharmacal, Anson (Swank), Hallmark, Reynolds, Owens Corning, and a number of others have bought time. Few sponsors are leaving, and they'll undoubtedly be back with programs and time buys more suited to their need.
4. This first quarter of each year (3rd quarter of the broadcasting cycle) is traditionally a time for realignment, for shifting of programs, for planning the summer and preliminary planning for the Fall. Yes, it's a "soft" market, and always has been. If more so this year, perhaps indecisiveness as to election results, laying back to see what the other fellow does, and the like are the reasons. High costs are undoubtedly a problem, but when cost per thousand drops as numbers of receivers and stations rise, there'll be little to argue with.
5. The buyer ultimately sets the price in all fields. Realistic business practices are bound to temper rising costs once the excitement of the new medium is gone...and some advertisers will of course regret their early splash. Without recourse to sentiment, based on solid facts presented on the previous pages, ROSS REPORTS finds no mass desertion of network television at present. As for the future....well, talk about uncertainty -- network television, in addition to high costs, possible sponsor dissatisfaction, and the like, has two or three "new" media forms to keep a watchful eye on....what say, movie industry, what say, radio?







APRIL 20-26, 1952

VOL. 3 NO. 14

SUPPLEMENT C

(with special report)

PROGRAM CONTACTS

Pg  
1. Dramatic 6. Interview  
2. Situa'n Comedy 6. Panel Quiz  
3. Serials 7. Public Affairs  
4. Comedy Variety 7. Daytime-Women's  
5. Talent 9. Giveaway

NEWS ED: David Graham; TALENT: Gordon Leigh

PROGRAM CONTACTS FOR NYC TALENT - PUBLICITY SHOTS - MERCHANDISING

This list is of particular interest to our Agent, Publicity & Promotion subscribers. It includes all current shows which use either paid performing talent or publicity guests. Publicity shots for talent & merchandise are specifically indicated. NYC "live" shows only, with a few exceptions. As of APRIL 1952.

PROGRAM, TIME, STA

PRODUCER(P), CONTACT(C) & PEOPLE USED

DRAMATIC PROGRAMS

<u>American Inventory</u> 1:30pm Sun NBC	P-C: Bill Hodapp NBC 30 Rockefeller Plaza CI 7-8300; adult education, experimental format; sometimes uses actors.
<u>Armstrong Circle Thtr</u> 9:30pm Tue NBC	P: Hudson Faussett, C: Martin Begley NBC 1270 Sixth Ave CI 7-8300; Scripts: Ed Roberts BBDO 383 Madison EL 5-5800; uses featured players.
<u>Big Story</u> 9pm Fri NBC	P: Bernard Prockter, C: Dallas Brody at Prockter 221 W 57 JU 6-4830; featured players, no names; Scripts - staff
<u>Broadway TV Theater</u> 7:30 M thru F WOR	P: Warren Wade, C: Affiliated Artists Staff 20 E 53 PL 3-1862; uses stars and featured players.
<u>Celanese Theater</u> 10pm alt Wed ABC	P: Jerry Stagg, C: Nate Beers & George Morris at Wm Morris 1740 Bway JU 6-5100; Scripts - Mab Anderson PL 9-1760; uses stars and featured players.
<u>Charlie Wild</u> 10pm Thu DuM	P: Herbert Brodtkin, C: Len Valenta at Regis Radio 1 E 48 PL 9-2307; supporting players; Scripts - staff.
<u>City Hospital</u> 9pm alt Tue CBS	P-C: Walter Selden at SSC&B 437 Fifth OR 9-2500; featured players.
<u>Crime Photographer</u> 10:30pm Thu CBS	P: Martin Manulis CBS; C: Mike Mead & Pat Martin for Robert Fryer CBS 25 Vanderbilt PL 5-2000; Scripts - Arthur Heinemann CBS; featured players.
<u>Crime Syndicated</u> 9pm alt Tue CBS	P: Jerry Danzig, C: Mike Mead & Pat Martin for Robert Fryer CBS 25 Vanderbilt PL 5-2000; Scripts: Stanley Silverman CBS, on assignment; uses featured players.

ROSS REPORTS

DRAMATIC PROGRAMS(more)

# Ross Reports

## ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910  
6087 Sunset Blvd. • Hollywood 28 • Hillside 1108

Wallace A. Ross, Publisher

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UNITED STATES  
DEPARTMENT OF THE INTERIOR  
BUREAU OF LAND MANAGEMENT  
WASHINGTON, D. C. 20250

DECLARATION OF INTEREST

I, the undersigned, being a resident of the State of \_\_\_\_\_, do hereby certify that I am the owner of the land described in the foregoing declaration, and that I am not a minor, insane, or otherwise incompetent to manage my own affairs.

Signature of Owner

Name of Owner

I hereby declare that the foregoing is a true and correct statement of the facts as to the ownership of the land described in the foregoing declaration.

I declare under penalty of perjury that the foregoing is true and correct.

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

Notary Public for the State of \_\_\_\_\_

My commission expires this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

Witness my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

Notary Public for the State of \_\_\_\_\_

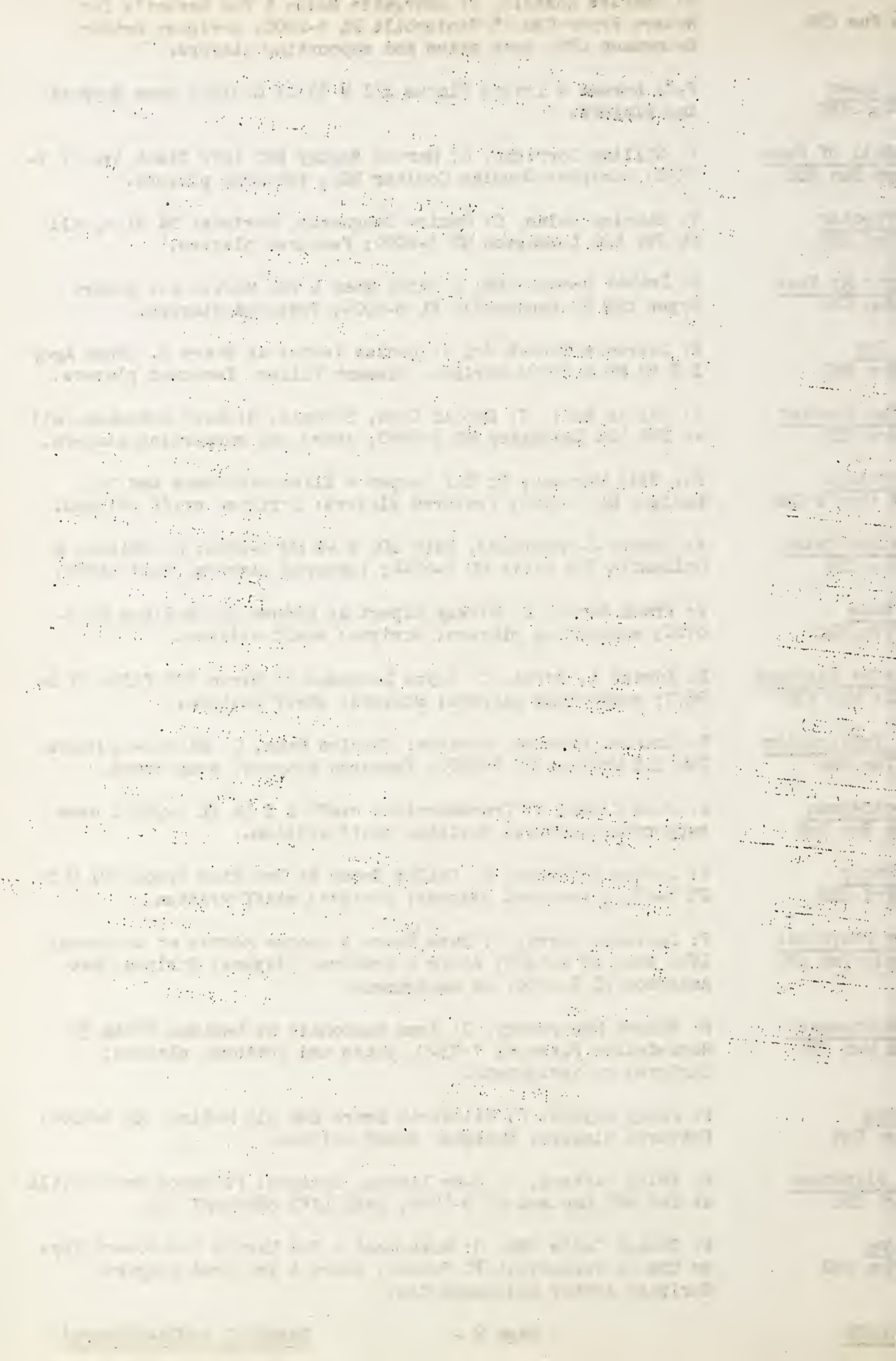
My commission expires this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

Witness my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.



<u>Danger</u> 10pm Tue CBS	P: Charles Russell, C: Georgette Heine & Van Marentis for Robert Fryer CBS 25 Vanderbilt PL 5-2000; Scripts: Arthur Heinemann CBS; uses stars and supporting players.
<u>Ellery Queen</u> 9pm Wed ABC	P-C: Norman & Irving Pincus 101 W 55 CI 6-0138; uses supporting players.
<u>Hllmk Hall Of Fame</u> 4:30pm Sun NBC	P: William Corrigan, C: Martin Begley NBC 1270 Sixth Ave CI 7-8300; Scripts: Douglas Coulter NBC; featured players.
<u>Kraft Theater</u> 9pm Wed NBC	P: Stanley Quinn, C: Marion Dougherty, Scripts: Ed Rice, all at JWT 420 Lexington MU 3-2000; featured players.
<u>Lamp Unto My Feet</u> 5pm Sun CBS	P: Isabel Redman CBS; C: Mike Mead & Pat Martin for Robert Fryer CBS 25 Vanderbilt PL 5-2000; featured players.
<u>Lights Out</u> 9pm Mon NBC	P: Laurence Schwab Jr, C: Louise Vetter at Harry B. Cohen Agcy 1 E 57 MU 8-3030; Scripts: Clement Fuller; featured players.
<u>Lux Video Theater</u> 8pm Mon CBS	P: Calvin Kuhl, C: Harold Loeb, Scripts: Richard McDonagh, all at JWT 420 Lexington MU 3-2000; stars and supporting players.
<u>Magic Cottage</u> 6pm M thru F DuM	P:., Bill Marceau, C: Hal Cooper & Elizabeth Mears DuM 515 Madison MU 8-2600; featured players; Scripts: staff written.
<u>Man Against Crime</u> 9pm Thu CBS	P: Edward J. Montagne, Esty 100 E 42 MU 5-1900; C: Briscoe & Goldsmith 522 Fifth MU 2-6244; featured players; Scr: staff.
<u>Martin Kane</u> 10pm Thu NBC	P: Frank Burns, C: Mickey Alpert at Kudner 575 Madison MU 8-6700; supporting players; Scripts: staff written.
<u>Mr District Attorney</u> 8pm alt Mon ABC	P: Edward A. Byron, C: Joyce Lowinson at Byron 730 Fifth CI 6-2677; supporting players; Scripts: staff written.
<u>Not For Publication</u> 10pm Tue DuM	P: Charles Parsons, Scripts: Charles Mann, C: Elizabeth Mears DuM 515 Madison MU 8-2600; featured players, some names.
<u>Plainclothesman</u> 9:30pm Sun DuM	P: John Clark, C: Transamerican staff 1 E 54 PL 5-9800; uses supporting players; Scripts: staff written.
<u>Police Story</u> 10pm Fri CBS	P: Jerome Robinson, C: Dallas Brody at Prockter Prods 221 W 57 JU 6-4830; featured players; Scripts: staff written.
<u>Pulitzer Playhouse</u> 10pm alt Wed ABC	P: Lawrence Carra, C: Nate Beers & George Morris at Wm Morris 1740 Bway JU 6-5100; stars & featured players; Scripts: Mab Anderson PL 9-1760, on assignment.
<u>Robert Montgomery</u> 9:30pm Mon NBC	P: Robert Montgomery, C: Joan MacDonald at Neptune Prods 30 Rockefeller Plaza CI 7-8300; stars and featured players; Scripts: on assignment.
<u>Rocky King</u> 9pm Sun DuM	P: Jerry Layton; C: Elizabeth Mears DuM 515 Madison MU 8-2600; featured players; Scripts: staff written.
<u>Schlitz Playhouse</u> 9pm Fri CBS	P: Felix Jackson, C: Jane Lindon, Scripts: Florence Britton, all at Y&R 285 Madison MU 9-5000; LAST LIVE SHOW MAY 23.
<u>Studio One</u> 10pm Mon CBS	P: Donald Davis CBS; C: Mike Mead & Pat Martin for Robert Fryer CBS 25 Vanderbilt PL 5-2000; stars & featured players; Scripts: Arthur Heinemann CBS.







Suspense

9:30pm Tue CBS

P: Robert Stevens CBS; C: Georgette Heine & Van Marentis for Robert Fryer CBS 25 Vanderbilt PL 5-2000; featured players; Scripts: Arthur Heinemann CBS.

Tales Of Tomorrow

9:30pm Fri ABC

P: Mort Abrahams, C: Jim Lister at Foley & Gordon, Sherman Sq. Hotel SU 7-2252; stars & featured players; Scr: on assignment.

Teatro Televisione

2pm Sun WOR

P-Scripts: Andre Luotto, C: Gene Luotto at Luotto 30 Rockefeller Plaza CO 5-0771; uses Italian speaking actors.

T-Men In Action

8:30pm Thu NBC

P: Everett Rosenthal, C: Dallas Brody at Prockter Prods 221 W 57 JU 6-4830; featured players; Scripts: staff written.

Trapped

7pm Sat WOR

P: Harvey Marlowe, C: John Mantley, WOR 67th & Columbus LO 4-8000; featured players; Scripts: staff written.

TV Playhouse

9pm Sun NBC

P: Fred Coe, C: Bill Nichols NBC 30 Rockefeller Plaza CI 7-8300; Scripts: Julian Claman, Talent Assoc 150 E 52 PL 3-1030

The Web

9:30pm Wed CBS

P: Franklin Heller; C: Georgette Heine & Van Marentis for Robert Fryer CBS 25 Vanderbilt PL 5-2000; Scripts: Jack Turner at Goodson-Todman 49 E 52 PL 5-9100; featured players.

Your Prize Story

10pm Wed NBC

P: Albert McCleery, C: Martin Begley, Scripts: Ethel Frank NBC 1270 Sixth Ave CI 7-8300; featured players.

SITUATION COMEDY

Aldrich Family

9:30pm Fri NBC

P-C: Lester Vail at Wm Morris 1740 Bway JU 6-5100; supporting players to regular cast; Scripts: staff written.

Claudia

9:30pm Mon CBS

P-C: Carol Irwin 277 Park Ave PL 5-7244; occasional bits; Scripts: staff written.

The Goldbergs

7:15pm M-W-F NBC

P: Gertrude Berg; C: Fanny Merrill at Paramount Caterers 138 W 43 CI 7-8300 ext 340; occasional supporting players.

Leave It To Papa

10pm Fri WPIX

P-C: Nicholas Cosentino at WPIX 220 E 42 MU 2-1234; occasional supporting players; Scripts: staff written.

Mama

8pm Fri CBS

P: Carol Irwin, C: Doris Quinlan at Irwin 277 Park Ave PL 5-7244; supporting players to permanent cast; Scripts: staff.

One Man's Family

7:30pm Sat NBC

P-C: Dick Clemmer NBC 1270 Sixth Ave CI 7-8300; occasional supporting roles; Scripts: staff written.

Young Mr. Bobbin

7:30pm Sun NBC

P: Joe Scibetta, C: Scibetta & Norman Tokar at Y&R 285 Madison MU 9-5000; supporting players; Scripts: staff written.

DRAMATIC SERIALS

Captain Video

7pm M thru F DuM

P-C: Olga Druce at B&B 444 Madison MU 8-1100; supporting players; Scripts: staff written.

Actors Hotel

10:30pm Tue WJZ-TV

P-C: Carlo de Angelo for Prods For TV at Mogul 250 W 57 CO 5-2482; occasional supporting roles; Scripts: staff written.

The Egg And I

12N M thru F CBS

P: Montgomery Ford, C: Robert Fryer CBS 25 Vanderbilt PL 5-2000; supporting players; Scripts: staff written.

ROSS REPORTS



1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a very important document, as it contains the President's views on the state of the Union and the progress of the war.

2. The second part of the document is a report from the Secretary of the War Department, dated January 10, 1862. It contains a detailed account of the military operations of the Army during the year 1861.

3. The third part of the document is a report from the Secretary of the Navy Department, dated January 15, 1862. It contains a detailed account of the naval operations of the Navy during the year 1861.

4. The fourth part of the document is a report from the Secretary of the Department of the Interior, dated January 20, 1862. It contains a detailed account of the operations of the Department during the year 1861.

5. The fifth part of the document is a report from the Secretary of the Department of the Treasury, dated January 25, 1862. It contains a detailed account of the operations of the Department during the year 1861.

6. The sixth part of the document is a report from the Secretary of the Department of the State, dated January 30, 1862. It contains a detailed account of the operations of the Department during the year 1861.

7. The seventh part of the document is a report from the Secretary of the Department of the War, dated February 5, 1862. It contains a detailed account of the operations of the Department during the year 1861.

8. The eighth part of the document is a report from the Secretary of the Department of the Navy, dated February 10, 1862. It contains a detailed account of the operations of the Department during the year 1861.

9. The ninth part of the document is a report from the Secretary of the Department of the Interior, dated February 15, 1862. It contains a detailed account of the operations of the Department during the year 1861.

10. The tenth part of the document is a report from the Secretary of the Department of the Treasury, dated February 20, 1862. It contains a detailed account of the operations of the Department during the year 1861.



First Hundred Years  
2:30pm M thru F CBS  
P: Murray Bolen, C: Ann Howard at B&B 444 Madison MU 8-1100; occasional bits; Scripts: staff

Love Of Life  
12:15pm M thru F CBS  
P: Charles Schenck, C: Schenck & Larry Auerbach at Biow 640 Fifth Ave PL 9-1717; occasional bits; Scripts: staff written.

Search For Tomorrow  
12:30pm M thru F CBS  
P-C: Charles Irving at Biow 640 Fifth Ave PL 9-1717; occasional supporting players; Scripts: staff written.

T Corbett, Space Cadet  
6:30pm M thru F ABC  
P-C: Allen Ducovny at Rockhill 18 E 50 PL 9-7979; supporting players to permanent cast; Scripts: staff written.

COMEDY - VARIETY - MUSICAL(Evening)

All Star Revue  
8pm Sat NBC  
Prod Supervisor for all ASR shows is Pete Barnum at NBC Center Theater CI 7-8300; individual prod'n credits (Durante, Carson, etc) change week to week.

Arthur Murray Show  
9pm Sun ABC  
P: Frederick Heider ABC; C: Charlotte Wasserman at Murray 342 Madison MU 7-4141; name & semi-name variety talent.

Battle Of The Ages  
9pm Tue DuM  
P-C: Norman Livingston for ATV Films 1819 Bway CO 5-7794; 2 youngsters & 2 vets of show business. (John Reed King)

Cavalcade Of Stars  
10pm Fri DuM  
P: Milton Douglas, C: Ben Piermont at PAC 215 Fourth OR 7-2552; name variety acts; (Jackie Gleason)

Colgate Comedy Hour  
8pm Sun NBC  
Prod Supervisor all CCH shows is Sam Fuller in association with Robert Masson NBC; General casting contact is Howard Ross at NBC Capitol Hotel; most CCH show comes from Hwood.

Dagmar's Canteen  
12:15mid Sat NBC  
P-C: Hal Friedman NBC 1270 Sixth CI 7-8300; accent variety talent from the US services, only occasional professionals.

Ford Festival  
9:30pm Thu NBC  
P: Victor McLeod, C: Charles Wick 342 Madison MU 7-1746; name guests, some variety acts. (James Melton)

Fred Waring  
9pm Sun CBS  
P-C: Bob Banner, Waring Ent 1697 Bway CI 6-3500; variety acts, occasional name guests.

Godfrey & Friends  
8pm Wed CBS  
P: Jack Carney, C: Larry Puck CBS 485 Madison PL 5-2000; singers, dancers, comedians.

It's A Business  
9pm Wed DuM  
P-C: Paul Rosen DuM 515 Madison MU 8-2600; has regular cast, uses actors in bits. (Bob Haymes-Leo De Lyon)

Kate Smith  
8pm Wed NBC  
P, Ted Collins, C(variety talent): Sid Piermont NBC 141 W 44, C(dramatic talent): Albert McCleery NBC 1270 Sixth Ave, C(interview): Barry Wood NBC 141 W 44; name talent.

Ken Murray  
8pm Sat CBS  
P: Ken Murray CBS; C: John Greenhut MCA 598 Madison PL 9-7500, & Ben Brady at Ken Murray CBS 501 Madison PL 5-2000; top names.

NBC-TV Opera  
11pm 1st Thu of month  
P: Samuel Chotzinoff, C: Peter Herman Adler NBC 30 Rock Pl CI 7-8300; name & semi-name legitimate singers.

Perry Como  
7:45pm M-W-F CBS  
P: Lee Cooley, C: Art Kling at C&W 40 E 34 MU 3-4900; name vocalists occasionally.

RCA Victor Revue  
8pm Fri NBC  
P-C: Pete Barnum NBC Center Theater CI 7-8300; name talent. Most shows from coast. (Ezio Pinza & Dennis Day alternate)



1. The first part of the report is a summary of the work done during the last year.

2. The second part is a detailed account of the experiments carried out during the year.

3. The third part is a discussion of the results of the experiments and a comparison with the results of other workers.

4. The fourth part is a conclusion and a list of references.

### Summary of the work done during the last year

The work done during the last year has been mainly in the field of the study of the properties of the new substance.

The first part of the work has been devoted to the study of the physical properties of the substance.

The second part of the work has been devoted to the study of the chemical properties of the substance.

The third part of the work has been devoted to the study of the biological properties of the substance.

The fourth part of the work has been devoted to the study of the pharmacological properties of the substance.

The fifth part of the work has been devoted to the study of the toxicological properties of the substance.

The sixth part of the work has been devoted to the study of the therapeutic properties of the substance.

The seventh part of the work has been devoted to the study of the pharmacokinetics of the substance.

The eighth part of the work has been devoted to the study of the pharmacodynamics of the substance.

The ninth part of the work has been devoted to the study of the pharmacology of the substance.

The tenth part of the work has been devoted to the study of the pharmacology of the substance.

The eleventh part of the work has been devoted to the study of the pharmacology of the substance.

The twelfth part of the work has been devoted to the study of the pharmacology of the substance.

The thirteenth part of the work has been devoted to the study of the pharmacology of the substance.

The fourteenth part of the work has been devoted to the study of the pharmacology of the substance.



Royal Showcase  
7pm Sun NBC

P-C: Joe Bigelow NBC 30 Rock PL CI 7-8300; top variety talent. (Jack Carson)

Sam Levenson  
8pm Tue CBS

P-C: Irving Mansfield CBS PL 5-2000; name talent appears with a member of immediate family.

Sammy Kaye  
7pm Sat CBS

P-C: Coby Ruskin MCA 598 Madison PL 9-7500; occasional variety acts.

Songs For Sale  
9:30pm Sat CBS

P-C: Al Span CBS 70 E 45 PL 5-2000; 3 name singers, panel of 6 name judges. (Steve Allen)

Star Of The Family  
8pm alt Thu CBS

P: Norman Frank, C: Harry Romm MCA 598 Madison PL 9-7500; variety talent & names. (Peter Lind Hayes)

Texaco Star Theater  
8pm Tue NBC

P: Bill Templeton, C(drama): Mickey Alpert at Kudner 575 Madison MU 8-6700; C(variety): Ben Grier at Wm Morris 1740 Bway JU 6-5100; top talent, supporting acts. (Milton Berle)

This Is Show Business  
7:30pm Sun CBS

P-C: Irving Mansfield CBS PL 5-2000; variety talent plus 1 name guest panelist.

Tiny Fairbanks  
7:30pm Sun WOR

P-C: Tiny Fairbanks WOR 67th & Columbus LO 4-8000; young variety talent.

Toast Of The Town  
8pm Sun CBS

P: Marlo Lewis, C: Lewis & Ed Sullivan CBS 485 Madison PL 5-2000; top name variety talent & other names.

Tootsie Hippodrome  
12:15pm Sun ABC

P-C: John Reed King 55 W 53 CO 5-0343; uses jugglers, animal acts, acrobats, etc.

TV Recital Hall  
5:30pm alt Sun NBC

P-C: Charles Polachek NBC CI 7-8300; 1 top concert artist per show.

Voice Of Firestone  
8:30pm Mon NBC

Same as above.

Your Hit Parade  
10:30pm Sat NBC

P-C: Ted Fetter & Dan Lounsbery BBD&O 383 Madison EL 5-5800; bits & walk-ons only.

Your Show Of Shows  
9pm Sat NBC

P: Max Liebman; C: Max Siegal at Liebman 130 W 56 PL 7-6533 & Harry Kalcheim at Wm Morris 1740 Bway JU 6-5100; names, variety acts & bits. (Sid Caesar-Imogene Coca.)

#### TALENT PROGRAMS

Hollywood Screen Test  
7:30pm Mon ABC

P: Lester Lewis, C: Lewis & Marie Stroud at Lewis 11 E 48 PL 3-5083; 1 name & 2 unknown professional actors.

Original Amateur Hour  
10pm Tue NBC

P: Lou Goldberg, C: Goldberg & Lloyd Marks, Reemack 527 Fifth MU 7-7979; amateur variety talent. (Ted Mack)

Talent Scouts  
8:30pm Mon CBS

P: Jack Carney, C: Esther Stoll CBS 485 Madison PL 5-2000; 4 variety acts per show. (Arthur Godfrey)

Chunky Talent Shop  
7pm Sat WABD

P-C: Roger Gerry DuM 515 Madison MU 8-2600; amateur teen-age talent. (Fred Robbins)



THE UNIVERSITY OF CHICAGO

DEPARTMENT OF THE HISTORY OF ARTS AND ARCHITECTURE

OFFICE OF THE DEAN

1100 EAST 58TH STREET, CHICAGO, ILLINOIS 60637

TEL: 773-936-5000 FAX: 773-936-5001

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CONTACT

773-936-5000



## INTERVIEW PROGRAMS

Broadway To Hollywood  
8:30pm Thu DuM  
Broadway Matinee ---  
Dining Out With Dana  
6:45pm Fri ABC

P-C: Ted Hammerstein DuM 515 Madison MU 8-2600; names & human interest personalities. (Bill Slater)  
See Page 9.

P-C: Robin Moore, 405 Lexington rm 220 OR 9-3930; 1 name guest per show. (Robert Dana)

Eloise Salutes  
2:15pm Thu WPIX

P-C: Lester Lewis 11 E 48 PL 3-5083; names & authors, etc.  
Seen via kine on WCBS-TV 10 days later. (Eloise McElhone)

Nick Kenny  
3:45pm Sat NBC

P: Albert McCleery NBC; C: Charles Kenny, Daily Mirror 235 E 45 MU 2-1000; show business personalities & sports guests.

On The Line-Considine  
10:45pm Tue NBC

P-C: Ad Schneider NBC 30 Rock Pl CI 7-8300; uses guests with human interest stories. (Bob Considine)

Recipe For Happiness  
1:30pm Thu WABD

P-C: Les Persky, Product Services MU 7-0204; celebrity guests. (Allen Prescott)

New York Close-Up  
6:30pm M thru F WNBT

P-C: Kay Elliott NBC 30 Rockefeller Plaza CI 7-8300; famous names from all professions. (Jinx Falkenburg McCrary)

Sportscope  
11:15pm Thu WABD

P: Albert Black; C: Guy LeBow at Black 1270 Sixth CO 5-5885; name sports personalities.

Stork Club  
7:45pm Tu & Th CBS

P-C: Mike Dutton at The Stork Club 3 E 53 PL 3-1940; famous name from all professions. (Sherman Billingsley)

We, The People  
8:30pm Fri NBC

P: Frank Telford, C: Preston Wood at Y&R 285 Madison MU 9-5000; names & human interest personalities.

What's Playing  
6:45pm M thru Th ABC

P: Emanuel Demby, C: Charles Adams, Demby Co. 34 E 51 PL 9-2495; film names only. (John Conte previews movies)

## PANEL QUIZ PROGRAMS

Celebrity Time  
10pm Sun CBS

P: Richard Lewine, C: Lewine & Elsa Latzko CBS 70 E 45 PL 5-2000; top name personalities only.

Draw To Win  
8:30pm Tue CBS

P: Winston O'Keefe & Joel O'Brien; C: Robert Cinader at Wm Morris 1740 Bway JU 6-5100; has regulars, guests not likely.

It's News To Me  
9:30pm Fri CBS

P: Goodson-Todman 59 E 52 PL 5-9100; personalities from films, theater, sports, etc. (John Daly)

Kiddie Kollege  
12N Sun DuM

P-C: Vernon Becker & Milton Stanson, Milverne Prods, Hotel Bryant CI 6-3497; 2 adult guests quizzed by panel of 5 kids.

The Name's The Same  
7:30pm Wed ABC

P-C: Peter Arnell, Goodson-Todman 59 E 52 PL 5-9100; 1 name personality per show. (Robert Q. Lewis)

Quick On The Draw  
9:30pm Tue DuM

P: Kermit Schafer 1585 Bway JU 6-1496; uses 3 or 4 name personalities per show. (Robin Chandler)

Twenty Questions  
8pm Fri DuM

P: Gary Stevens at Blaine-Thompson 234 W 44 LO 4-0800; name personalities. (Bill Slater)

What's My Line  
10:30pm Sun CBS

P: Bob Bach at Goodson-Todman 59 E 52 PL 5-9100; show biz, literary & sports personalities. (John Daly)

ROSS REPORTS



THE SECRETARY OF THE ARMY  
WASHINGTON, D. C.  
JAN 10 1918

TO THE SECRETARY OF THE ARMY  
FROM THE SECRETARY OF THE ARMY  
SUBJECT: [illegible]

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RECOMMENDATIONS

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What's My Name  
8pm Mon NBC

P: Louis G. Cowan, C: Cowan & Sherman Marks at Cowan 575 Madison PL 9-3700; name variety guests. (Paul Winchell)

What's The Story  
10:30pm Tue DuM

P-C: David Lowe DuM 515 Madison MU 8-2600; uses well-known newspapermen.

Who Said That  
10:30pm Mon NBC

P: Fred Friendly; C: J.G. Gude NBC 30 Rock Pl CI 7-8300; names; kine on WNBT the following Saturday 7pm

#### PUBLIC AFFAIRS

American Forum  
2:30pm Sun NBC

P: Theodore Granik, WNBW Washington DC; uses prominent government officials.

Author Meets Critics  
10:30pm Thu DuM

P: Martin Stone 4 W 58 MU 8-0585; uses 2 names to discuss selected book.

Between The Lines  
7:30pm Sat WOR

P: Lester "L" Wolfe, C: Charlotte Armstrong, C-0 Advt 14 E 39 MU 9-1440; uses panel & guest from NYC government.

Chronoscope  
11pm M-W-F CBS

P: Alan Cartoun at Longines-Wittnauer 580 Fifth PL 7-8200; uses 1 prominent world political figure.

Foursquare Court  
7:30pm Sun ABC

P: David Lown with ABC, ABC 7 W 66 SU 7-5000; ex-convicts (masked) speak with panel. (Norman Brokenshire)

It's A Problem  
11:30am M thru F NBC

P: Phyllis Adams NBC 30 Rock Pl CI 7-8300; 2 guests - social workers, psychologists, etc. in adult discussion.

It's Worth Knowing  
5:30pm Sat WCBS-TV

P: Robert Herridge for WCBS-TV; uses authorities on chosen topic of the day.

Keep Posted  
8:30pm Tue DuM

P: Lawrence Spivak & Martha Rountree 570 Lexington PL 5-7770; 1 govt official & panel of 10 or more private citizens.

Man Of The Week  
6pm Sun CBS

P: William R. Workman CBS 485 Madison PL 5-2000; reporters & 1 prominent govt official.

Meet The Press  
4pm Sun NBC

P: Martha Rountree 570 Lexington PL 5-7770; newspapermen & 1 figure in the news.

Starring The Editors  
9:30pm Wed WABD

P: Jack Welcher DuM 515 Madison MU 8-2600; 3 newspapermen per show in discussion of current events.

Television Newspaper  
11pm M thru F WABD

P: Buddy Allen DuM 515 Madison MU 8-2600; Barry Gray with commentary on the news, guests not likely.

Presidential Timber  
10:30pm Fri CBS

P: David Zellmer CBS 485 Madison PL 5-2000; politicians who will figure prominently in the coming election.

What In The World  
5:30pm Sun CBS

P: Robert A. Forrest WCAU-TV Phila; uses 1 art connoisseur to panel in talk and quiz on rare museum pieces.

#### DAYTIME PROGRAMS

Barbara Welles  
2:45pm M thru F WOR

P: Roger Bower WOR; C: Sandy Sielcken WOR 67th & Columbus LO 4-8000; show business names, literary figures; Lucy Davis WOR for home service & fashion experts.

ROSS REPORTS



THE SECRETARY OF THE ARMY  
WASHINGTON, D. C.

TO THE SECRETARY OF THE ARMY  
FROM THE SECRETARY OF THE ARMY

RE: [illegible]  
[illegible]

MEMORANDUM

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Very truly yours,

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[illegible]



Bert Parks  
3:30pm M-W-F CBS

Claire Mann Glamour  
1pm Mon WJZ-TV

Dione Lucas  
1:30pm M-W-F ABC

Domestically Yours  
1:30pm Tu & Th ABC

Ethel Thorsen  
1:30pm Tue DuM

The Fitzgeralds  
5pm M thru F ABC

Garry Moore  
1:30pm M thru F CBS

Herb Sheldon  
1pm M thru F WNBT

Here's Looking At You  
2:30pm M thru F

Josephine McCarthy  
11am M thru F WNBT

Kate Smith  
4pm M thru F NBC

Kathi Norris  
11am M thru F WABD

Kitchen Fare  
10:30am M thru F DuM

Margaret Arlen  
4pm M thru F

Mel Torme  
3:30pm Tue CBS

Mike And Buff  
2:45pm M thru F CBS

Nancy Craig  
3:30pm M thru F ABC

Sally Smart's Kitchen  
3pm M thru F WOR

The Singing Kitchen  
4:30pm M thru F WOR

Ted Steele  
2:30pm M thru F WPIX

P: Sherman Marks, C: Manny Reiner at Cowan 575 Madison PL 9-3700; human interest publicity shots, occasional names.

P-C: Claire Mann at ABC 7 W 66 SU 7-5000; beauty experts & models.

P: Art Modell at ABC 7 W 66 SU 7-5000; occasional cooking experts.

P: Art Modell ABC 7 W 66 SU 7-5000; cooking experts; uses film names, writers, etc. for interview, some variety talent.

P-C: Sid White 234 W 44 WI 7-8230; 1 male guest, stage or film name, and models.

C: Pegeen Fitzgerald 1010 Fifth Ave BU 8-5331; show business names, literary personalities, human interest guests.

P-C: Herbert Sanford CBS 70 E 45 PL 5-2000; variety talent, comics, occasional names.

P: Jane Kalmus NBC 30 Rock Pl CI 7-8300; outstanding film, theatrical, literary names.

P: Dwight Hemion & John Stearns, C: Richard Willis, Hemion & Stearns NBC 30 Rock Pl CI 7-8300; beauty experts.

C: Blanche Lee at Mole & Lee 105 W 55 CI 6-0006; occasional publicity shots for home service experts, personalities.

See: Kate Smith on Page 4.

P: Wilbur Stark 510 Madison PL 3-1742; name personalities from theater, films, sports, etc.

P: Bob Loewi DuM 515 Madison MU 8-2600; publicity shots for guest experts; also open to new food products & utensils.

P: Vern Diamond, C: Betty Lee CBS 485 Madison PL 5-2000; publicity shots for names; products of interest to homemakers.

P: Phil Cohan, C: Shirley Mellner CBS 485 Madison PL 5-2000; occasional variety guests.

P: Dick Brill, C: Mike and Buff staff CBS 485 Madison PL 5-2000; interview all types, occasional variety guests.

C: Theresa Maze at ABC 7 W 66 SU 7-5000; celebrities & homemaking experts.

P: J.C. Beckham, C: Kit Sigety, Modern Home Service 52 Vanderbilt MU 6-1290; guest cooking experts.

P: Charles King, C: Eleanore Monroe at WOR 1440 Bway CH 4-8712; regular cast, only occasional cooking expert guests.

P-C: Ted Estabrook WPIX 220 E 42 MU 2-1234; variety acts & personality interviews.\*NOTE: Seen 8:30-10:30pm baseball days.



1. The first part of the report deals with the general situation of the country and the progress of the work during the year. It is a summary of the work done by the various departments and a statement of the results achieved.

2. The second part of the report deals with the financial statement of the year. It shows the income and expenditure of the various departments and the balance of the accounts at the end of the year.

3. The third part of the report deals with the progress of the work in the various departments. It gives a detailed account of the work done in each department and the results achieved.

4. The fourth part of the report deals with the progress of the work in the various departments. It gives a detailed account of the work done in each department and the results achieved.

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<u>Today</u> 7pm M thru F NBC	P: Bill Stuart NBC 30 Rock Pl CI 7-8300; guests from all fields for interview, some variety acts. (Dave Garroway)
<u>Women's Club</u> 12N M thru F WABD	P-C: Duncan MacDonald DuM 515 Madison MU 8-2600; guests from all professions. (Julann Caffrey)
<u>GIVEAWAY PROGRAMS</u> (use merchandise)	
<u>Beat The Clock</u> 7:30pm Sat CBS	P: Goodson-Todman, C: Nancy Sewell at G-T 49 E 52 PL 5-9100; large home appliances, cameras, etc.
<u>The Big Payoff</u> 3pm M thru F NBC	P: Walt Framer, C: Mervin Framer & Sid Dubroff at Framer 123 W 44 PL 7-0800; household appliances, etc. NO FOOD.
<u>Bride &amp; Groom</u> 10:30am M thru F CBS	P: John Reddy, C: Ruth Dolin, Masterson, Reddy & Nelson 745 Fifth PL 9-1120; wedding gifts with minimum value of \$100.
<u>Give And Take</u> 3:30pm Thu CBS	P: Jack Carney; C: Bill Murphy at VIP Service 35 W 53 PL 7-0130; household appliances, clothing, etc. NO FOOD
<u>Johnny Olsen Rumpus Rm</u> 1pm M thru F DuM	P: John Gibbs, C: Bob Maurer & Carol Reed at Gibbs 30 Rock Pl PL 7-5959; electrical appliances, cosmetics, etc. NO FOOD
<u>Kitchen Kapers</u> 10:45am M thru F WJZ-TV	P-C: Bob Bories at Amer Inst Food Products 19 W 44 MU 2-4944; household appliances, clothing; NO FOOD
<u>Magic Cottage</u> 6pm M thru F DuM	P: William Marceau DuM; C: Richard Robbins 163 Bleecker St SP 7-2568; children's gifts, candy, movie tickets, etc.
<u>Strike It Rich</u> 11:30am M thru F CBS also 9pm Wed CBS	P: Walt Framer, C: Mervin Framer & Sid Dubroff at Framer 123 W 44 PL 7-0800; cash prizes mostly, occasional misc. items.
<u>Take The Break</u> 12:30pm M thru F DuM	P-C: Al Wallace DuM 515 Madison MU 8-2600; household gifts, watches, personal articles, etc.
<u>Ted Steele</u> 2:30pm M thru F WPIX	P-C: Ted Estabrook WPIX 220 E 42 MU 2-1234; clocks, watches, foods, perfumes, etc. *NOTE: On baseball days this will be seen 8:30-10:30pm M thru F
<u>TV Auction Club</u> 7:30pm Wed WOR	P: Charles King, C: Eleanore Monroe at WOR 1440 Bway CH 4-8712; general merchandise. *NOTE: May 14 goes to 9:15-9:45pm.
<u>Winner Take All</u> 10:30am M thru F NBC	P: Peter Arnell, C: Alan Wallace at Goodson-Todman 49 E 52 PL 5-9100; general merchandise.
<u>*BROADWAY MATINEE</u> 1:30pm M-W-F WABD	P: Solo-Stark Prod'ns, C: Ethel Colby at Solo-Stark 45 W 45 JU 6-0350; Ethel Colby intvws theatrical personalities.

EXTRA COPIES - Subscribers may obtain extra copies of this Contact List @ \$1  
Non-Subscribers - \$3 pre-paid only.

IN PREPARATION - Our annual compilation of details and credits for every network and NYC television show - divided by categories - will be published within the next few weeks. This exhaustive and lengthy issue will have a glossy, coated stock cover and inserts which are open to advertising at nominal rates. Deadline: April 30.



1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice" and "The Hon. Mr. Justice".

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1. The first part of the report is a general introduction to the project, which includes a statement of the problem, the objectives of the study, and a brief description of the methodology used.

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific information required.

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

THE UNIVERSITY OF CHICAGO

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*[Faint, illegible handwritten notes]*

1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice" and "The Hon. Mr. Justice".



Sun(20)

CBS(Ch2) - NEW TIME SCHEDULE; The Big Question(2:30-3pm) & Quiz Kids(3-3:30pm) departed April 13; Mr. I. Magination moved to Saturday 1-1:30pm; other revisions as follows:

5-5:30pm - Lamp Unto My Feet (was 5:30-6pm)  
 5:30-6pm - What In The World? (was 4:30-5pm)  
 6-6:30pm - Man of the Week (was 5-5:30pm)  
 6:30-7pm - See It Now (was 3:30-4pm)

7:30-8pm; HIGHLIGHT; Jack Benny Show; from KNXT(Hollywood) to 35 sta plus 19 kine; Sponsor - Amer Tobacco(Lucky Strike) thru BBD&O; Prod - Ralph Levy CBS & Hilliard Marks BBD&O; Dir - Ralph Levy; Writers - Sam Perrin, Milt Josefsberg, George Balzer and John Tackaberry; Musical Dir - Mahlon Merrick; this is the fifth of six special appearances by Benny in the regular This Is Show Business time slot(same sponsor).

NBC(Ch4) - 5:30-6pm; LAST SHOW; Meet the Masters; from WNBT(on film) to 13 sta plus 22 spots; Sponsor - James Lees & Sons(Carpets & knitting yarns) thru D'Arcy; Produced on film by World Artists, program featuring stars of the musical world debuted on February 24.

Mon(21)

CBS & NBC- 10:15-11:15am(approximate time); HIGHLIGHT; Atomic Bomb Blast; both networks will attempt 'live' coverage of the test blast which the Atomic Energy Commission will hold at Frenchman's Flat, Nevada; in addition, NBC-TV will present films of the blast from 11:15-11:30pm.

Tue(22)

CBS(Ch2) - 8-8:30pm; NEW TIME; Sam Levenson Show; from WCBS-TV to the net; Sustaining; Prod - Irving Mansfield CBS; Dir - Byron Paul CBS; Music Dir - Henry Sylvern; program returned Feb 10 and had been seen Sundays 6:30-7pm thru April 13.

8:30-9pm; DEBUT; Draw To Win; from WCBS-TV to the net; Sustaining; (Aluminum Co of Amer thru Fuller & Smith & Ross will pick it up as summer replacement for See It Now(CBS-TV Sun 6:30-7pm); Pkgr- Prod - Winston O'Keefe & Joel O'Brien; Dir - Joel O'Brien; Henry Morgan stars as MC on new comedy-quiz program on which panelists will be asked to identify slogans, names and objects submitted by viewers on the basis of cartoon clues; cartoonists Bill Holman & Abner Dean will be featured as regular panelists, with one other cartoonist & an entertainment personality as guests each week.

Thu(24)

ABC(Ch7) - 8-9pm; LAST SHOW; Stop the Music; from WJZ-TV to 35 sta & 8 kine; Sponsor - Old Gold thru Lennen & Mitchell, Gillette thru Maxon & Hazel Bishop thru Raymond Spector; Pkgr - Louis G. Cowan; Prod - Gil Fates; Dir - Marshall Diskin; program debuted May, 1949. (See Sponsor Activity: re Old Gold...next page).

Fri(25)

ABC(Ch7) - 1-1:15pm Wed & Fri; LAST SHOW; Gayelord Hauser Show; from WJZ-TV to 6 sta plus 17 kine; Sponsor was Minute Maid Orange Juice thru Ted Bates; program debuted October 31.

Sat(26)

ABC(Ch7) - 11:30am-12n; LAST SHOW; Betty Crocker Star Time; from WJZ-TV to 16 sta & 14 kine; Sponsor - General Mills(all products) thru Dancer, Fitzgerald, Sample; program debuted November 3.







## SPONSOR ACTIVITY

B.F.GOODRICH RUBBER thru BBD&O will pick up alternate week sponsorship of the Burns & Allen Show on CBS-TV in the fall, at which time program will be on film; nothing has been decided on the status of Celebrity Time, another Goodrich-sponsored show.

MANHATTAN SOAP(SweetHeart Soap) thru Scheideler, Beck & Werner will drop alternate week sponsorship of One Man's Family(NBC-TV Sat 7:30-8pm) at the end of the current cycle.

PROCTER & GAMBLE and STANDARD BRANDS (both through Compton) will drop their participations in the Garry Moore daytime show on CBS-TV; Standard Brands drops after show of April 25, P&G after program of May 5.

ALUMINUM CO OF AMER thru Fuller & Smith & Ross has purchased the new Winston O'Keefe-Joel O'Brien Draw to Win as summer replacement for See It Now on CBS-TV.

OLD GOLD thru Lennen & Mitchell, which drops Stop the Music(ABC-TV Thu 8-9pm) after the program of April 24, will put Chance of a Lifetime with Dennis James in the 8:30-9pm time slot on the same network.

REGENT CIGARETTES thru Hilton & Riggio picks up three 5-minute segments of Today (NBC-TV Mon thru Fri 7-9am).

## NYC LOCAL STATION ACTIVITY

WABD - Broadway Matinee; DEBUT April 21; M,W,F 1:30-1:45pm; Sponsor - Participations; Pkgr-Prod - Charles Stark; drama critic Ethel Colby will talk about new and upcoming plays and films, while presenting prominent personalities of stage and screen. Ethel Thorsen Show will now be seen Tuesday only, 1:30-1:45pm; Recipe For Happiness Thursday 1:30-2pm.

Learn to Dance; DEBUT April 21; Mon 11:15-11:30pm; Sponsor - Fred Astaire Dance Studios thru A.M. Sneider; Dir - David Lowe DuM; Astaire teachers will demonstrate the instructions that are given at the school.

WOR-TV - Tonight's Newsreel; DEBUT April 21; Monday thru Friday 11-11:30pm; Dick McCutchen will narrate news program; he will also write and edit the United Press-Fox Movietone news films.

The Larry Carr Show; DEBUT April 16; Wed & Fri 2:30-2:45pm; Sustaining; Prod-Dir - Stuart Wilson; Larry Carr, baritone, in a new musical program.

## HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Vermont Motor Movies; DEBUT April 18; Fri 9:30-10:30pm; Sponsor - Vermont Blue Ribbon Dealers Assn thru Yambert & Prochnow; new series of American films.

Chevrolet Feature Theater; DEBUT April 20; Sun 7:30-9pm; Sponsor - Chevrolet Dealers of Southern California thru Campbell-Ewald; Art Baker as host for new film series which starts with Edward Small's "Man in the Iron Mask" starring Louis Hayward and Joan Bennett.

Jim Gates has been signed as a staff director at KTTV. He returns to the station, where he had been a floor manager, following an assignment as associate director on the Alan Young and Burns & Allen show at CBS-TV.



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CBS ANNOUNCES TV STATION OPERATIONS CLINIC - J.L. Van Volkenburg, President of the CBS Television network has announced that CBS TV and radio affiliates will attend a special clinic on the subject of television station operations to be held at New York's Waldorf-Astoria on May 1 & 2. The sessions will deal with station operations from the viewpoint of those planning to enter the medium as well as those already in it, with the agenda embracing a range of subjects which will include procedures to be followed in applying for television license, construction costs, equipment requirements, and other phases of station operations such as income expectations, programming, sales, research, promotion and publicity. In addition to Mr. Van Volkenburg, the speakers will include Frank Stanton, Herbert V. Akerberg, William B. Lodge, Hubbell Robinson, Jr., Fred M. Thrower, A.B. Chamberlain, John Cowden, David J. Jacobson, Oscar Katz and Sig Mickelsen.

NIELSEN, TRENDIX & VIDEODEX RATINGS RELEASED - Top ten national network ratings according to Nielsen, Trendix and Videodex ratings are as follows:

<u>A.C. Nielsen</u> (2 wks ending 3/22)		<u>Trendix</u> (Week of April 1-7)		<u>Videodex</u> (March ratings)	
I Love Lucy	59.1	I Love Lucy	50.4	I Love Lucy	45.6
Godfrey's Scouts	57.9	Talent Scouts	49.3	Talent Scouts	44.6
Red Skelton	51.5	Godfrey's Friends	36.5	Texaco Star Theater	43.3
Texaco Star Thtr	50.9	You Bet Your Life	33.7	Red Skelton	42.9
Colgate Comedy Hour	47.6	Red Skelton	32.9	You Bet Your Life	42.1
Your Show of Shows	46.2	Your Show of Shows	32.4	Your Show of Shows	36.3
You Bet Your Life	45.7	Comedy Hr(Abbott&C)	32.4	Colgate Comedy Hour	36.1
Godfrey & Friends	44.8	My Friend Irma	31.5	Fireside Theater	36.0
Fireside Theater	44.7	Texaco(Frank Fay)	31.3	Godfrey & Friends	32.5
Mama	43.5	Strike It Rich	29.9	Pabst Fights	32.0

NO MERGER FOR NIELSEN & SAMS - A.C. Nielsen, president of the marketing research organization, has announced that efforts to pool interests of Nielsen with Standard Audit and Measurement Service have ended without success. The two companies had been endeavoring to provide a standardized measurement service for coverage of radio & TV stations and networks. Nielsen has contracted to do a survey for NBC, with SAMS commissioned by CBS for a like assignment, and both companies will now proceed on their own.

TEMPORARY TRUSTEE OWNERSHIP PROPOSED FOR EVANSVILLE, INDIANA - General Counsel Benedict P. Cotton of the FCC has been approached by members of the Evansville, Ind. Chamber of Commerce with an idea whereby a group of top Evansville citizens (not in the broadcasting field) would set up a TV company and build and operate a VHF station. When the FCC has decided to whom the permanent license should go, the station would be turned over to the licensee who would repay the costs of construction and operational losses, or inherit any profits. If the proposal is accepted, Evansville would be able to have TV about 18 months sooner than it would under present FCC allocation plans.

ST. LOUIS STATION OWNERS URGE PRIORITY FOR SECOND OUTLET - The FCC having announced that priority would be given to markets without any TV outlets, the St. Louis Post-Dispatch, owner & operator of KSD-TV has endorsed an action by the St. Louis Board of Aldermen urging the FCC to give priority to licensing a second station in that city. The paper pointed out that St. Louis & Pittsburgh are the only cities among the country's largest ten with only a single station.



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## FILM DIGEST

PATHE TV OFFERS TELEVISION FILM PLAN - Pathe TV, subsidiary of Pathe Industries, has announced the Cooperative Film Syndication Plan which will provide quality television film product at cost to local stations throughout the country and also permit them to share in the residual income from the pictures (later would be released to a potential of 2,000 new stations). Each station subscribing (subscriptions will be offered only to existing markets) will be charged a pro-rata share on film costs, in return for which they will be entitled to three runs of each film show over a period of two years, with the share of the residual profits being in addition to the income received from sponsor sale in their own market.

SCREEN DIRECTORS GUILD SEEKING MINIMUMS ON SPECIFIC JOBS - The Screen Directors Guild is reported planning to ask for minimum fees based upon the time segment of the product on which the director works. Present minimum for half-hour TV film is \$420, with the new asking price \$600. Negotiations are scheduled to begin April 22 between the SDG & Alliance of TV Film Prods.

"FIRESIDE THEATER" TO USE NAMES FOR NEW SERIES - Frank Wisbar has announced a change in policy on future  Fireside Theater  film series. In the past, the producer has been noted for using new faces, and his new policy will be to use established players for leading roles. He is reportedly in negotiation with such players as Barbara Britton, Ruth Warrick Vanessa Brown, Sarah Churchill & Mari Aldon.

FRANK FERRIN TO FILM "SMILIN' ED MCCONNELL" SHOW - Frank Ferrin has signed a five-year contract with the Brown Shoe Company to film a new series of Smilin' Ed McConnell and His Buster Brown Gang for television. McConnell has been on radio for the shoe company for ten years, and the new season marks the third in their television association.

PERSONNEL ITEMS: - Wickliffe Crider has resigned from BBD&O to become vp in charge of radio & TV for Kenyon & Eckhardt.....J.R. Warwick is another K&E addition, having been appointed a vp & general executive. Mr. Warwick is a former vp of Warwick & Legler and was a partner in the recently dissolved firm of Warwick & Woods.....Arthur Perles has been named Director of Merchandising Exploitations for the CBS Television Network.....Felix Jackson has been appointed executive producer of Young & Rubicam's TV programs.....Ernest Lee Jahncke, Jr. vp of ABC's radio network, has been appointed assistant to Robert Kintner, and will work in TV as well as radio.....Laurence Schwab, Jr. has been signed by the Harry B. Cohen agency to produce & direct 'Lights Out', and to supervise 'Police Story' for the agency.....Edward "Ted" Genock, former associate editor of Paramount News, joins Telenews Productions as Editor-in-chief.

## COMMERCIALS PRODUCTION

CARAVEL FILMS, INC(NY) - 4 (90"), 1 (60") & 5 (30") being completed for American Tobacco(Lucky Strikes) thru BBD&O for Network Program; LA with DR, LS, VO & M.

SPECIAL PURPOSE(NY) - 1 (60") completed for Esso thru Marschalk & Pratt for Nat'l Spot; SA & LA with LS & VO.  
3 (20") completed for Ripley Clothes thru Bobley Advertising for Local Spot; LA with VO. Jingle.

TRANSFILM(New York) - 6 (20") completed for Bulova Watch thru Biow for Nat'l Spot; LA with VO.



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SUNDAY APRIL 20(Cont'd)

<u>Plainclothesman</u>	DuM 9:30	<u>The Missing Gift</u> - with William Mendrick, Yuki Shumoda, Bill Zuckert, Shizu Moriya, Kaie Deei, Eileen Nakamura
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MONDAY APRIL 21

<u>Garry Moore</u>	CBS 1:30	Jan Murray, Ivan Sanderson(scientist-explorer)
<u>Kate Smith</u>	NBC 4pm	Norm Dygon & Mr. Chips(ventril.), Larry Douglas & Stephanie Augustine: scene from "King And I", Johnny Coy, Fashion Showcase
<u>Magic Cottage</u> (Pat Meikle)	DuM 6pm	<u>Aladdin And The Pasha's Galoshes</u> - with Richard Camp, Ed Holmes
<u>H'wood Screen Test</u>	ABC 7:30	John Dall, guest, in <u>Alibi For Murder</u> - with Joyce Leer & Richard Bowler
<u>Broadway TV Theater</u>	WOR 7:30	(SEEN MON, TUE, THU & FRI at 7:30pm, WED at 8pm) <u>Three Men On A Horse</u> - by John Cecil Holm & George Abbott; with Martin Kingsley, Ann Thomas, Orson Bean, Carol Wheeler, Jack Dimond, Harry Clark, Mickey Freeman, Joe Draper, John Dorman, Doreen Lang, Frank Wilson, Bill Penn. Richard Barr has replaced Robert Bolger as stage director.
<u>Lux Theater</u>	CBS 8pm	<u>Operation: Weekend</u> - by Mac Shoub from story by Ben Ames Williams; with Angela Lansbury, Marcel Hillaire, Richard Kiley, Ian Keith, Lloyd Knight; Dir: Fielder Cooke
<u>Voice Of Firestone</u>	NBC 8:30	Eugene Conley
<u>Lights Out</u>	NBC 9pm	<u>A Lucky Piece</u> - by Roger Wilde, from a play by Percival Wilde; with Adelaide Klein, Henry Jones, Oliver Thorndike, Abe Simon, Stephen Gray
<u>Robert Montgomery</u>	NBC 9:30	<u>And Never Come Back</u> - by Adrian Spies; with Teresa Wright, Audra Lindley, Adele Newton, Mike Kellin, Paul Ford, Stuart MacIntosh, Tom Coley, Katherine Raht, Barbara Bolton, Herbert Duffy, Elsworth Wright, Harry Sheppard, Marian Scanlon, Frank Stevens, Ken Renard; Dir: Norman Felton
<u>Studio One</u>	CBS 10pm	<u>Lily, Queen Of The Movies</u> - by Paul Gallico, adapt by Alvin Sapinsley; with Glynis Johns, David Brian Greene, Richard Ney, Viola Roache, Alan MacAteer, Phillippa Bevans, Anthony Kemble Cooper, Harry Gresham, Earl Mayo, Niall MacGinnis, Chester Stratton, Robert Carlton, Michael Lawson; Dir: Franklin Schaffner
<u>Who Said That</u>	NBC 10:30	June Lockhart, Red Smith, Morgan Beatty (SEEN VIA KINESCOPE ON WNBT SAT APR 26 7PM)

TUESDAY APRIL 22

<u>It's A Problem</u>	NBC 11:30am	<u>Where Can People Take Their Problems</u> - with Frank Hartel, Dorothy Bernard, Helen Southard
<u>Garry Moore</u>	CBS 1:30	Carl Sandburg, George Gobel(C)
<u>Kate Smith</u>	NBC 4pm	Peggy Ann Garner, The 3 Riffs(S), George & Eleanore Scotty(singers from WWJ-TV Detroit)



STATE OF NEW YORK  
IN SENATE  
January 1, 1901.

REPORT  
OF THE  
COMMISSIONER OF THE LAND OFFICE  
IN RESPONSE TO A RESOLUTION  
PASSED BY THE SENATE  
JANUARY 1, 1901.

ALBANY:  
JANUARY 1, 1901.

THE COMMISSIONER OF THE LAND OFFICE  
HONORABLE SENATOR  
JANUARY 1, 1901.

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TUESDAY APRIL 22(Cont'd)

<u>Stork Club</u>	CBS 7:45	Ray Middleton, Kay Francis
<u>Sam Levenson</u>	CBS 8pm	Peggy Wood, Mr. & Mrs. Ken Murray, Buster Crabbe, Baird Puppets
<u>Texaco Star Theater</u> (Milton Berle)	NBC 8pm	Renzo Cesana(The Continental), Bob Carroll(S), Nacio Herb Brown, Bill Norvas & The Upstarts
<u>Draw To Win</u> (Henry Morgan)	CBS 8:30	Sidney Hoff, Eve Hunter
<u>Keep Posted</u>	DuM 8:30	Sen. Robert A. Taft, Sen. Richard B. Russell
<u>City Hospital</u> (Melville Ruick)	CBS 9pm	<u>The Deadly Parallel</u> - with Alan Devitt, Olive Deering, Leo Penn
<u>Battle Of The Ages</u> (John Reed King)	DuM 9pm	<u>Vets:</u> Charioteers(S), The Denvers(knife-throwers); <u>Youth:</u> Helene & Howard(D), Lenny Dale(14-yr-old).
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>Deadline</u> - by Sam Rolfe & Harold Jack Bloom, from story by Lawrence Goldman; with Douglas Kennedy, Bill Lester, Linda Johnson, Chuck Courtney, Arthur Lovejoy, Jack Halliday, John Eldredge
<u>Suspense</u>	CBS 9:30	<u>Alibi Me</u> - by There Jefre, adapt by Max Ehrlich; with Don Hammer, Lawrence Fletcher, Gaby Rodgers, Joe Sullivan, Sam Bonnell, Harry Davis
<u>Armstrong Theater</u>	NBC 9:30	<u>Wedding Day</u> - by Carey Wilbur; with Marie Kenney, Edgar Stehli, Jon Dawson, Natalie Core, Harrison Dowd; Dir: Ted Post
<u>Danger</u>	CBS 10pm	<u>Hello, Mr. Lutz</u> - by Paddy Chayefsky; with Maria Riva, Augusta Merighi, Florence Anglin; balance of cast not set at press time
<u>Not For Publication</u> (Jerome Cowan)	DuM 10pm	<u>Climb A Shaky Ladder</u> - by Mel London; with Donald Richards, Bobby Jordan, Joseph Boland, Beverly Dennis

WEDNESDAY APRIL 23

<u>It's A Problem</u>	NBC 11:30am	<u>Your Aging Parents</u> - with Rose Franzblau, Edith M. Stern, Dr. Ward Crampton
<u>Garry Moore</u>	CBS 1:30	Members of Ringling Bros. circus
<u>Ralph Edwards</u>	NBC 3:30	Jack Smith (FROM HOLLYWOOD)
<u>Kate Smith</u>	NBC 4pm	Frankie Carle & Orch, Jaywalkers(C), Korean film
<u>Perry Como</u>	CBS 7:45	Peggy Lee
<u>Kate Smith Evening</u>	NEC 8pm	Phil Foster, The 4 Step Brothers(D), "Grand Ole Opry" company
<u>Ellory Queen</u> (Lee Bowman)	ABC 9pm	<u>Doodle Of Death</u> - by B. Loring; with Rita Gam, Robert H. Harris, Bernard Burke, Edith King



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1916-1917

1917-1918

1918-1919

1919-1920

1920-1921



WEDNESDAY APRIL 23(Cont'd)

<u>Kraft Theater</u>	NBC 9pm	<u>The Summit</u> - by George Shiels; with E.G. Marshall, Frank Thomas, John Kane, Carmen Mathews, Philip Kenneally, Andre Wallace, Mark Cramer, Don Briggs, Ray Boyle, Mildred Clinton; Dir: Stanley Quinn
<u>The Web</u>	CBS 9:30	<u>Prelude To Murder</u> - by James A. Kirsh, adapt by Robert Wallsten; with Paul Langton, Harry Bellaver, Mary Alice Moore, Herbert Ratner, Harry Clarke, Leslie Barrett, Jane Rose; Dir: Herbert Hirschmann
<u>Pulitzer Playhouse</u>	ABC 10pm	<u>The Fascinating Stranger</u> - by Booth Tarkington; with Thomas Mitchell, Polly Rowles, Sydney Poitier, Leona Powers, Vaughn Taylor, Michael Howard, Neil Polidori, Michael Strong, William Sand, John Vivyan, Robert Donley, Asa Bard

THURSDAY APRIL 24

<u>It's A Problem</u>	NBC 11:30am	<u>Understanding Money</u> - with Dr. Lewis H. Haney, Dr. Robert Goldenson
<u>Garry Moore</u>	CBS 1:30	<u>The Marvellos(C)</u> , Lucile Watson
<u>Eloise Salutes</u>	WPIX 2:15	Gene Stanlee("Mr. America") (SEEN VIA KINESCOPE ON WCBS-TV SUN MAY 4 11:15PM)
<u>Kate Smith</u>	NBC 4pm	Adolf Dehn(artist), Hal LeRoy, Evalyn Tyner
<u>Stork Club</u>	CBS 7:45	Mr. & Mrs. Edward Arnold
<u>Burns &amp; Allen</u>	CBS 8pm	Jack Benny (FROM HOLLYWOOD)
<u>P-Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Hidden Profile</u> - by Abe Ginnes; with Rod Steiger, Gene DeSantis, Jerry Wayne, Gene Saks, Joshua Shelley Cavada Humphrey, Peg Hillias
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9pm	Harold Vermilyea, Stefan Schnabel, Ann Meacham, Richard Abbott
<u>Ford Festival</u> (James Melton)	NBC 9:30	Zasu Pitts
<u>Racket Squad(film)</u> (Reed Hadley)	CBS 10pm	<u>Sweet Charity</u> - with June Hillman, Barbara Fuller, Mervin Williams, Tristram Coffin, Sam Flint, Shirley O'Hara, Barbara Billingsley
<u>Charlie Wild</u> (John McQuade)	DuM 10pm	<u>Coward's Choice</u> - with Oliver Thorndike, Katherine Bard, Erik Rhodes, Helen Marcy
<u>Martin Kane</u> (Lloyd Nolan)	NBC 10pm	Jim Courtney, Jayne Meadows, John Pavelko, Whit Bissell, Eddie Hyans, John W. Farrell
<u>Crime Photographer</u> (Darren McGavin)	CBS 10:30	<u>Agency Of Death</u> - by James P. Cavanagh; with Ann Seymour, Arthur Cassell, Beverly Whitney, David Clarke, Earl George
<u>Author Meets Critics</u> (Quentin Reynolds)	DuM 10:30	<u>The China Lobby</u> - 2 articles from The Reporter by Max Ascoli; Alfred Kohlberg(con), Robert S. Allen(pro)



RECEIVED

THE BOARD OF DIRECTORS OF THE  
AMERICAN RED CROSS  
WASHINGTON, D. C.  
JANUARY 1, 1918

TO THE BOARD OF DIRECTORS  
FROM THE BOARD OF DIRECTORS  
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FRIDAY APRIL 25

<u>It's A Problem</u>	NBC 11:30am	<u>The Unwed Mother</u> - with Mrs. Gertrude Leye Becker, Henrietta Gorden, Father Robert Ford
<u>Garry Moore</u>	CBS 1:30	Leo Durocher & Laraine Day, Paxton(mentalist)
<u>Kate Smith</u>	NBC 4pm	Howard Aibel(pianist), Bernadette Phelan Dancers, Joey Faye, Jack Albertson, Herbie Faye, Eddie Hanley
<u>Margaret Arlen</u>	WCBS-TV 4pm	Albert Dekker
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Fear</u> - by Elaine Carrington; with Geraldine Fitzgerald, Henry Jones; remaining 2 characters to be announced; Prod-Dir: William H. Brown Jr.
<u>Big Story</u>	NBC 9pm	<u>Frank Winge, Chicago Times</u> - by Ernest Kinoy; with Rusty Lane, Ivy Bethune, Dolph Greene, Jason Johnson, Robert Ludlum, Blair Davies, Mary Loane, Louise Larrabee, Ben Lackland; "Big Story" is now directed by Kenneth Buckridge
<u>Sales Of Tomorrow</u>	ABC 9:30	<u>Plague From Space</u> - by Manny Rubin; from a story by Henry Guff; with Gene Raymond, Charles Proctor, Philip Pine, Harry Landers
<u>Police Story</u>	CBS 10pm	<u>New Orleans Story</u> - by Jack Bentkover; with Ralph Stantley, Dennis Harrison, Madeleine Sherwood, Victor Rendina, Helen Barron, Ben Yaffee, James Bender, Eugene Ruymen; Dir: John Peyser
<u>Cavalcade Of Stars</u> (Jackie Gleason)	DuM 10pm	Beverly Hudson(S), Tony Bennett
<u>Presidential Timber</u>	CBS 10:30	Harold E. Stassen

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ADVANCE LISTINGS(Incomplete)

Listings for next Saturday's & Sunday's programs are recorded here. It is impossible for us to make them more complete, since the production offices themselves did not have the information at our press time which is Friday, 6pm. As usual, for the record, complete cast credits for these shows will be recorded in our next issue.

SATURDAY APRIL 26

<u>Mr I Magination</u> (Paul Tripp)	CBS 1pm	<u>The French Revolution</u> - adapt by Rosemary Foster; with Robin Morgan
<u>Ken Murray</u>	CBS 8pm	Angela Lansbury, Robert Cummings, Virginia O'Brien, Condos & Brandow(D), Hawthorne's Bears
<u>All Star Revue</u> (Bob Hope)	NBC 8pm	The Bell Sisters (FROM SAN FRANCISCO)
<u>Our Show Of Shows</u> (Sid Caesar)	NBC 9pm	Kukla, Fran & Ollie
<u>Songs For Sale</u> (Steve Allen)	CBS 9:30	<u>Guest Singers</u> : Hazel Scott, Herb Jeffries, Rosemary Clooney; <u>Judges</u> : Igor Gorin, Barry Gray, Peter DeRose, Lou Levy, Jack Hilton



THE JOURNAL OF THE



SUNDAY APRIL 27

<u>Meet The Press</u>	NBC 4pm	Secty of Air Force Thomas K. Finletter
<u>Hllmk Hall Of Fame</u> (Sarah Churchill)	NBC 4:30	<u>Miracle In May</u> - by David Colson Hughes; with Richard Newton, Aileen Poe & others to be announced.
<u>TV Recital Hall</u>	NBC 5:30	Mack Harrell, City Center baritone, sings the complete "Dichterliebe" song cycle by Robert Schumann
<u>This Is Show Bus.</u>	CBS 7:30	Arleen Whelan, Martha Ann Bentley(D), Cliff Norton, Jack Cassidy(S)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Jackie Gleason, Dorothy Kirsten, Jan Pearce, Tong Brothers(acro), Steve Gibson's Redcaps(S-M)
<u>Colgate Comedy Hour</u> (Martin & Lewis)	NBC 8pm	The 4 Step Brothers
<u>Arthur Murray</u>	ABC 9pm	Jarmila Novotna, Champ Butler, Buster Keaton
<u>Goodyear Playhouse</u>	NBC 9pm	<u>The Travelers</u> - by Horton Foote; with Janet DeGore, Barbara Joyce, Frank Albertson, Leona Powers, Spencer Davis, Martha Sherrill, Arthur Walsh, Nell Harrison, Ann Buchles, Frank Sutton, Robert Dale Martin; Dir: Delbert Mann
<u>Celebrity Time</u>	CBS 10pm	Beatrice Lillie, Reginald Gardiner, Clifford Guest

T A L E N T   L O C A T O R   S E R V I C E      April 30, 1952

<u>EDWARD ARNOLD</u> in NY for TV - AGT: Wm Morris JU 6-5100	<u>KEVIN MCCARTHY</u> now in NYC - CON: LE 2-1100
<u>LEON ASKIN</u> TV actor back from coast film work - AGT: Barna Ostertag, Lucy Kroll Agcy PL 7-4250	<u>GAIL PATRICK</u> now in NYC
<u>CONSTANCE BENNETT</u> now in NY for TV	<u>ZASU PITTS</u> - AGT: Wm Morris JU 6-5100
<u>FRANCES CCMSTOCK</u> musicomedy actress avail TV - AGT: Wilfrid L. Davis TR 4-1037	<u>ALLEN PRESCOTT</u> - AGT: Affiliated Artists PL 3-1862
<u>LARAINÉ DAY</u> - AGT: Mark Hanna TE 8-8730	<u>GEORGE RAFT</u> - AGT: Charles V. Yates MU 7-4256
<u>MILDRED DUNNOCK</u> now in NY	<u>ESTHER RALSTON</u> film actress avail TV - AGT Alec Alexander CI 7-2633
<u>NANETTE FABRAY</u> returned from coast	<u>MOIRA SHEARER</u> here for 1 week
<u>CHARLTON HESTON &amp; LYDIA CLARKE</u> returned from Europe - PRESS: Rasponi Assoc. TE 8-8171	<u>HOWARD SMITH</u> - AGT: Lucile Phillips CI 7-3264
<u>DIZZY GILLESPIE</u> returned from Europe	<u>MAUREEN STAPLETON</u> "Rose Tattoo" lead returned from tour
<u>ELTON HAYES</u> of Walt Disney's "Robin Hood" arrives from England next month	<u>ROBERT STACK</u> - AGT: Peter Witt PL 9-7966
<u>VICTOR JORY</u> returned from coast	<u>GLYNIS JOHNS</u> - AGT: Wm Morris JU 6-5100
<u>RENE MANNING</u> from Las Vegas May 10 - MGR: Harold C. Meyers CO 5-6200	<u>BETTY FIELD</u> - AGT: Wm Morris JU 6-5100
	<u>JUNE VALLI</u> - AGT: Leonard Green LU 2-1690
	<u>MARTHA WRIGHT</u> - AGT: Barron Polan PL 9-4727



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APRIL 27 - MAY 3, 1952

VOL. 3 NO. 14

SUPPLEMENT D

NEWS ED: David B. Graham

TALENT ED: Gordon Leigh  
Marion Sarver

# Ross Reports

## ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910  
6087 Sunset Blvd. • Hollywood 28 • Hillside 1100

Wallace A. Ross, Publisher

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### WRAPPING UP THE "SOFT MARKET" STORY

#### NETWORK EXECS, TRADE PRESS JOIN ROSS REPORTS IN BLASTING IT;

Summer & Fall Sales Holding Up....but TV Has Had To Be Sold All Over Again!

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If it wasn't a deliberate sabotage attempt, that Wall Street Journal "Soft Market" story (which has been followed up, incidentally, by gleeful bulletins on subsequent sponsor shiftings) must have been aimed at hoisting network TV executives out of their swivel chairs to work for their billings.

For, indeed, that's what the result has been. After pausing briefly to applaud the ROSS REPORTS analysis (echoed by Tide & Variety), the networks have entered into a high-powered sales effort, characterized not merely by soliciting of Summer and Fall renewals, but also by the necessity of selling Television in general all over again.

Make no mistake. More than one advertiser has been saying, "well, if all those big boys are cancelling out, I'll just put off buying that show until I see which way the wind is blowing". And in the absence of any industry-wide public relations effort - other than the isolated remarks of individuals - the sales and sales promotion departments have been hard put to pull together the evidence of TV's success story, which until recently was so well accepted.

At the present time, the alarm has been pretty well dispelled, if network reports on summer sales are an indication. CBS-TV reports that as of now only Ronson's "Star of The Family" an alternate week show is departing, while "Burns And Allen" will thus go weekly, sponsored by B.F. Goodrich in the Fall, in addition to the present sponsor, Carnation Milk. Other sponsors are holding the time with summer replacement programs. NBC-TV claims similar results, with only the Texaco hour open for a summer sale (and they've regularly taken a hiatus).

None of the networks seem overly perturbed about expiring contracts which have been announced: i.e. Manhattan Soap bowing out of alternate week sponsorship of "One Man's Family", Nabisco and RCA moving out of "Kukla, F & O", P&G dropping its participation in "Garry Moore", Arthur Murray dropping its "Party" (which will go in as summer replacement for GF's "Mama").

This is what top network executives have had to say - either in letters to ROSS REPORTS or in official releases: Thrower CBS - We'll probably have to go to bat again, and soon, for as advertisers reevaluate the merits of the various media and give the nod to television they step on some powerful toes.....Weaver NBC - today NBC-TV offers continuity of advertising on the full network to advertisers in the \$100,000-200,000 class - something that radio never was able to do. High cost? Today, great attractions are within the reach of moderate and small budget advertisers instead of being held for a handful of giant companies. High cost?...NEXT PAGE



1924

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Robinson CBS - if advertisers limit themselves to shows which have already built acceptance, they naturally are going to have to pay more for it. If they are willing to gamble with new, fresh ideas (particularly like the CBS situation comedy and panel shows) they can buy continuity of sponsorship and identification at relatively low figures.....Tide Magazine in its April 14 issue, first asks the question "Is there a TV slump", points out the drop in network stocks coincidental with the WSJ story, notes discrepancies in the story and concludes that while there may be a perceptible softness, it represents nothing more than pulling in horns.....Variety similarly discussed the "cry havoc" and backed it up by a chart of food, drug and toiletry expenditures which show television as the chief beneficiary of upped advertising budgets for the top concerns. NEXT PROBLEM: Costs of a 100 station network (only a year away).

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

un(27)

CBS(Ch2) - 4-4:30pm; HIGHLIGHT; The Greatest Story Ever Told; from WCBS-TV to 29 sta; Sponsor - Goodyear Tire & Rubber thru Young & Rubicam as a public service; program has been presented on ABC-TV in the past, switches networks with this telecast.

NBC(Ch4) - 3-3:30pm; LAST SHOW; Fairmeadows, U.S.A.; from WNBT to 25 sta & 2 kine; Sponsor - Johns-Manville thru J. Walter Thompson; program debuted November 4, 1951.

hu(1)

ABC(Ch7) - 8-9pm; HIGHLIGHT; League of Women Voters Convention; from WCPO-TV (Cinci) to the net; Sponsor - P.Lorillard(Old Golds) thru Lennen & Mitchell & Life Magazine thru Young & Rubicam; John Daly will serve as moderator on program which will feature leading candidates for the Presidency - Estes Kefauver, Robert Kerr, Harold Stassen, Earl Warren and Paul Hoffman speaking for General Eisenhower.

CBS(Ch2)

& NBC(Ch4) - 1:15-1:45pm; HIGHLIGHT; Peabody Awards; Both networks will carry a half-hour program covering the announcement of the annual George Foster Peabody radio & TV awards which are to be made at a lunch meeting of the Radio Executives Club in New York.

NBC(Ch4) - 11pm-12midnight; HIGHLIGHT; NBC-TV Opera Theater - "Gianni Schicchi" from WNBT to the net; Sustaining; Prod - Samuel Chotzinoff; Music & Artistic Dir - Peter Herman Adler; Assoc Prod - Charles Polacheck TV Dir - Kirk Browning; Asst Conductor - Herbert Grossman; Sets - Henri Crayon Costumes - Liz Gillelan; Staged by Hans Busch; the NBC Opera Dept did the English version of the Puccini opera which is the eighth and final production of the 1951-52 season. See Talent Showsheet(this issue) for cast.

at(3)

CBS(Ch2) - 5:15-5:45pm; HIGHLIGHT; Kentucky Derby; from WEAS-TV(Louisville) to the net; Sponsor - Gillette Safety Razor thru Maxon; Pete Finch will interview celebrities prior to the race(5-5:15pm), and the race itself will be described by Bryan Field with background provided by Sam Renick.

NEWLY ANNOUNCED NETWORK FUTURES

June 29 - Information Please; CBS-TV Sun 9-9:30pm; Sponsor - General Electric thru BBD&O; Pkgr-Prod - Dan Golenpaul; Clifton Fadiman, Franklin P. Adams and John Kieran will again be part of the show which makes its television debut as summer replacement for the Fred Waring Show.



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## SPONSOR ACTIVITY

SCHLITZ BEER thru Lennen & Mitchell has purchased a half-hour film series produced by Edward Lewis(Hollywood) as replacement for the current "live" Playhouse of Stars (CBS-TV Fri 9-9:30pm), effective May 30. Irene Dunne will introduce each program with an original skit which sets the scenes for the dramatic & comedy programs.

GREEN GIANT(canned vegetables) thru Leo Burnett(Chi) will sponsor the Friday 3-3:15pm portion of Art Linkletter's House Party, effective with the program's debut on CBS-TV September 1.

AMERICAN TOBACCO(Lucky Strike) thru BBD&O renewed This Is Show Business(CBS-TV Sun 7:30-8pm) for one year on 51 stations.

GENERAL ELECTRIC(thru BBD&O) has renewed the Fred Waring(CBS-TV Sun 9-9:30pm) for 13 weeks beginning September 28. The sponsor has contracted for Information Please as summer replacement for Waring in the same time slot effective June 29.

## NYC LOCAL STATION ACTIVITY

WABD - Stock Car Racing; DEBUT May 3; Sat 8:30-10:30pm; Sustaining; Dir - Harry Coyle; Bill O'Toole & Fred Scott will announce the races at Roosevelt Stadium.

WOR-TV - Harness Racing; RETURN April 30; Wed 9:45pm-end of race; Sustaining; Dir - John Horstmann, Jr; Stan Lomax will describe the races, along with color commentary and background material.

Olympic Telethon; HIGHLIGHT May 6, Tue 9:15pm-midnight; Dir - Mende Brown; Buster Crabbe will be master of ceremonies on special program for the purpose of raising funds to send the US Olympic Team to Helsinki this summer; guests will include Dick Button, Pat McDonald, Gertrude Ederle, Eleanor Holm, Alice Lord, Fred Wilt, John Hayes, Harry Wittenberg, Ollie Sax and Jim Fuchs.

## HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Not For Publication; DEBUT April 25; Fri 9-9:30pm; Sustaining; Prod - Charles Parsons DuM; Dir - Barry Shear DuM; Jerome Cowan stars in dramatic series built around episodes which revolve around reporter Collins of the Ledger. Program has been seen on the DuMont network, originating from NY, since April 24, 1951.

D.A. Whiting has been named sales manager, and John R. Vrba has been appointed to the newly-created post of national sales manager for station KTTV. Mr. Whiting has been with the KTTV sales department since October, 1948, while Mr. Vrba joined the station in April, 1949 as promotion manager.

## NEWS DIGEST

CBS & NBC MAKE NEW AFFILIATIONS SOUTH OF THE BORDER - CBS last week extended network service with the addition of station XHTV(Mexico City) as the 63rd network affiliate. XHTV is owned by Television de Mexico, S.A., the same firm which operates XELD(Brownsville-Matamoras), the first Mexican station to become affiliated with an American network when it signed as CBS-TV's 62nd outlet in September of 1951. NBC meanwhile has completed negotiations with the CMQ Cuban network, headed by Goar Mestre, whereby the chain will become affiliated with NBC-TV. NBC is also reported to be negotiating with Emilio Azcarraga for a tie-up with his stations in Mexico.



1. The purpose of this document is to provide information regarding the activities of the [redacted] in the [redacted] area. This information is being provided for your information and is not to be distributed outside of your office.

2. The [redacted] has been identified as a [redacted] and is currently active in the [redacted] area. The [redacted] is currently active in the [redacted] area and is currently active in the [redacted] area.

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POSSIBLE UHF FOREIGN LANGUAGE CHANNEL FOR NY - Two New York independent radio stations, WHOM and WOV, have announced that they will submit bids for channel #31, and should either be successful in obtaining the license, it is more than likely that NY would become the first American station to carry foreign-language programs. NYC's municipal station, WNYC, was the first to bid for channel #31 after being prevented from filing for the educational outlet (channel #25) on the grounds that WNYC does not represent an educational institution. Should WNYC win out, plans are to operate the TV station on the same non-commercial basis as WNYC.

EDUCATORS WARNED TO GET GOING IF THEY WANT CHANNELS - Speaking at a luncheon of the Nat'l Assn of Educational Broadcasters, FCC Chairman

Paul Walker told educators that there will be a limit on the availability of educational channels. He said "at the end of one year anyone may request the Commission to change an educational assignment to a commercial assignment." Walker urged the educators to apply as quickly as possible for the channels and added that efforts are already under way to campaign for commercialization of the educational channels.

PERSONNEL ITEMS: - Robert Healy, who recently resigned as vice-president in charge of advertising for Colgate-Palmolive-Peet, has joined McCann-Erickson as vice-president and treasurer.....Frank Young has been named director of the Press Department of NBC where he will be in charge of the network's publicity and exploitation staff. Mr. Young has been with NBC since February, 1951, and formerly was Publicity Director of WPIX and on the staff of the UP and the Daily News.....Bill Vogel, co-inventor of rear-screen projection, has been appointed Manager of Special Effects for CBS Television.....Douglas Newman and Robert Melahn have been appointed production assistants in the television department of Caravel Films.

FILM DIGEST

"SECRET FILES, U.S.A." STARRING ROBERT ALDA ON OFFICIAL'S SCHEDULE - Pilot film has been completed for new adventure film series, Secret Files, USA, which stars Robert Alda in adventures similar to those which the OSS has handled. Arthur Dreifuss will be producer-director for DNS Productions (Dreifuss & two Denver businessmen, Carol Nelson and Joseph Simpson). DNS produces the films in association with Official Films which will also act as distributor. Henry Misrock, Paul Monash and Mort Lewis are writing the series which is handled by Ed Gruskin for Official.

FOWLER-TOWNE ENTERPRISES ACQUIRE GEORGE M. COHAN PROPERTIES - Gene Fowler & Gene Towne, partners in Fowler-Towne Enterprises, have signed a 60-day exclusive option with the George M. Cohan estate thru John O'Connor and attorney Paul O'Brien, for the acquisition of exclusive TV rights to a package consisting of 49 plays and 189 songs written by the actor-author-composer, or written in collaboration with others. Only technicalities are holding up the completion of the contract which guarantees the estate a minimum of \$60,000 per year for five years.

STERLING TO DISTRIBUTE FITZPATRICK TRAVELOGUES - Sterling Television has announced the acquisition of 26 of the James A. Fitzpatrick travel series, "The Voice of the Globe", which will now be available for television thru Sterling. Included in the series are travelogues of Tibet, Bali, Ceylon, Jaipur, Siam and Korea.







FAIRBANKS FILMING MOTHER'S DAY FILM - The fifth Biblical holiday program to be presented by Family Theater, "The Greatest Mother", starts production this month at Jerry Fairbanks Productions with Ethel Barrymore, Loretta Young, Ruth Hussey and Gene Lockhart in leading roles. Father Patrick Peyton of Family Theater will produce, with Arthur Pierson directing. Fred Niblo, Jr. is writing the screenplay for the film which marks Loretta Young's television debut. The program will be offered to all stations without charge for sustaining showings on Mother's Day.

GLORIA SWANSON SERIES TO START FILMING IN MEXICO - The Simmel-Meservey Company, in conjunction with Miguel Aleman, Jr's TeleVox Co of Mexico City, will start production on a series of half-hour films starring Gloria Swanson. Ed Simmel is producer-director of the series which starts production May 12 at Mexico City's Churubusco Studios. Budd Lester is story editor, and the sales agent for the series will be Angus Robinson.

LENNEN & MITCHELL CHOOSES LEWIS PRODUCT FOR SCHLITZ - Nicholas Keesely of Lennen & Mitchell bought national first run rights to the Edward Lewis half-hour film series last week, after a month of screening other Hollywood pilots and projected series. Scheduled for use on Schlitz' "Playhouse of Stars", the series features Irene Dunne as mistress of ceremonies and stars Miss Dunne and other "name" screen performers.

JAM HANDY TO FILM LILLI PALMER SERIES - Jam Handy has started production on a new series of films for television, a quarter-hour program starring Lilli Palmer who will discuss various subjects with prominent guests. Miss Palmer is financing the 26-film series which is being produced by Charles Kebbe and directed by Alex Leftwich. Shooting is being done at the Movietone studios in New York.

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COMMERCIALS PRODUCTION

ARCHER PRODUCTIONS(NY) - 4 (20") completed for Cat's Paw Heels & Cat-Tex Soles thru S.A. LeVyne(Balt) for Nat'l Spot; SA & LA with LS & M.

3 (60") being revised for DuMont Receivers thru Campbell-Ewald for Nat'l Spot; LA with VO.

TRANSFILM(New York) - 1 (60") completed for Cashmere Bouquet thru Sherman & Marquette for Network Program; LA with VO.

3 (60") completed for Vel thru William Esty for Nat'l Spot; LA with DR.

3 (60") & 6 (20") completed for American Standard thru BBD&O for Nat'l Spot; LA with LS & VO.

VIDICAM(New York) - 2 (60") completed for Blue Bonnet Margarine thru Ted Bates for Nat'l Spot; FA & LA with LS & VO.

1 (60") & 1 (20") completed for Kreisler Watch Bands for Network Program; LA with LS.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action;  
LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.



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WEDNESDAY APRIL 30(Cont'd)

<u>Kate Smith Evening</u>	NBC 8pm	Phil Regan, The Bassi Trio(jugglers), Joey Faye, Jack Albertson, Herbie Faye, Eddie Hanley
<u>Ellery Queen</u> (Lee Bowman)	ABC 9pm	<u>The Men Without Faces</u> - by Henry Misrock; with Royal Beal, Vaughn Taylor, Anna Minot
<u>Kraft Theater</u>	NBC 9pm	<u>The Man In Half-Moon Street</u> - by Barre Lyndon; with John Newland, Anne Jackson, Mercer McLeod, John Stephen, Addison Richards, Roland Winters, Joe Maross, Will Hare; Dir: Maury Holland
<u>The Web</u>	CBS 9:30	<u>Broken Date</u> - by Robert Esson; with William Redfield, Ian Martin, Lauren Gilbert, Roger Flowden, Basil Howes, Sylbil Baker; Dir: Lela Swift
<u>Celanese Theater</u>	ABC 10pm	<u>They Knew What They Wanted</u> - by Sidney Howard; with Betty Field, Frank Puglia, Robert Stack, Frank McHugh, Theodore Newton, Richard Bishop, Peter Chan

THURSDAY MAY 1

<u>Garry Moore</u>	CBS 1:30	Dick Baker(S-M)
<u>Eloise Salutes</u>	WPIX 2:15	Walter Kiernan (SEEN VIA KINESCOPE ON WCBS-TV SUN MAY 11 11:15pm)
<u>Kate Smith</u>	NBC 4pm	Arthur Treacher, Valley Forge Military Academy Glee Club, The 4 Paulette Sisters(S), John Murtagh
<u>Star Of The Family</u> (Peter Lind Hayes)	CBS 8pm	Robert Cummings, Connee Boswell, Pat Hill & Larry Delma(novelty)
<u>F- Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Hunted Hunter</u> - by A.S. Ginnes; with Whit Bissell, Dan Morgan, Karen Lindgren, Jim Boles, Gene Blakeley
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9pm	Ian Keith, Lewis Charles, Rita Altman, Jack Carron, Eugene Ruymen, James MacMahon
<u>Royal Plyhse(film)</u>	DuM 9pm	<u>Unwritten Column</u> - by Edward P. Bailey, adapt by James Gunn; with Virginia Farmer, Edward Earl, Frieda Inescort, Marjorie Steele, John Baer, Conrad Binyon, George Eldredge, Wendy Waldron, Bill Erwin
<u>Ford Festival</u> (James Melton)	NBC 9:30	Zasu Pitts, Laraine Day
<u>Racket Squad(film)</u> (Reed Hadley)	CBS 10pm	<u>The Soft Touch</u> - with Lucia Carroll, Richard Walsh, Don Bigson, Joe Crenan, Arthur Lovejoy, Paul Maguire, Jack Mulhall
<u>Charlie Wild</u> (John McQuade)	DuM 10pm	<u>The Deadly Double</u> - by Thomas Maddigan; with John Shellie, Henry Lascoe, Edwin Cooper, Robert H. Harris
<u>Martin Kane</u> (Lloyd Nolan)	NBC 10pm	Herbert Rudley, Bruce Gordon, Maurice Burke, Philip Truex, Jack Klugman, Brace Conning
<u>Crime Photographer</u> (Darren McGavin)	CBS 10:30	<u>The Last Mobster</u> - by Alvin Sapinsley; with Maria Riva, Robert Middleton, Cliff Hall, Harrison Dowd



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Toast Of The Town  
(Ed Sullivan)

CBS 8pm

SUNDAY APRIL 27(Cont'd)  
KILL: Jackie Gleason; ADD: Dublin Players, Roger Price

Rocky King  
(Roscoe Karns)

DuM 9pm

Sunlight & Murder - by Carl Abrams; with John Stanley, Ann Loring, Phil Arthur, Paul Stevens

Plainclothesman  
(Ken Lynch)

DuM 9:30

The Unwelcome Husband - with Philip Foster, Romola Robb, Donald Curtis, Will Hussung, Barbara Cook, Joe Maross

MONDAY APRIL 28

Garry Moore

CBS 1:30

George Gobel (C), Dr. Jesse William Stitt, Rabbi Sidney Strome

Bway Matinee

WABD 1:30

Borrah Minnevitich Rascals

Kate Smith

NBC 4pm

Patricia Bowman, Charles Tobias, Peter DeRose, Ellis Arnell, Woody Herman Orchestra

Magic Cottage

DuM 6pm

Googie Goblin's Maypole Problem - with Carl White, Curtis Wheeler

Hwcod Screen Test

ABC 7:30

Ring On Her Finger - Coleen Gray, guest - with Robert Carricart & Jerry Mann

B'way Tv Theater  
(Seen Mon thru Fri)

WOR 7:30

The Jazz Singer - by Samson Raphaelson; with Lionel Ames, Will Kuluva, Cecila Adler, Jim San Marco, Ruben Goldberg, Wayne Carson, Betsy Palmer, Robert F. Smith, Tom Heaphy, Howard Smith, Franklin Pulaski

Mr.District Atty  
(Jay Jostyn)

ABC 8pm

The Bag-Man - with Chuck Webster, Nita Talbot, William Allyn, Don Kennedy, Fred Warriner, Martin Tarby

Lux Theater

CBS 8pm

Salad Days - by Bellamy Partridge, adapt by Henry Denker; with Peggy Ann Garner, Roddy McDowall, Enid Markey, Tom McElhany, Iggy Wolfington, Leta Stetter, Parker Fennelly, Gage Clarke

Talent Scouts  
(Arthur Godfrey)

CBS 8:30

Ted Allison (Bass-baritone), Eileen Schauler (soprano), Paula Stewart (soprano), Mundell Lowe Quartet (M)

Voice of Firestone

NBC 8:30

Patrice Munsel

Lights Out

NBC 9pm

For Rent - by Elliott Asinof & Clement Fuller; with Cameron Prud'homme, Michael Higgins, Patricia Ferris

Robert Montgomery

NBC 9:30

The Truth About Blayds - by A.A.Milne, adapt by Denis Green; with Anna Lee, Romney Brent, Leslie Barrie, Isobel Elsom, Michael McAloney, Sarah Marshall, Margaretta Warwick, Frederic Worlock; Dir: Vincent Donehue; Robert Cummings subs for Robert Montgomery

Studio One

CBS 10pm

The Deep Dark - by Montgomery Atwater, adapt by Mel Goldberg; with Skip Homeier, Victor Thorley, Lili Darvas, Howard Kane, John Boruff, Charles Cooper, Ken Dobbins, Robert Dale Martin, P.J. Kelley, Frank Overton, Rudolph Justice Watson, Fred Scollay, Charles Welch, Mari Lynn, Jose Vega; Dir: Paul Nickell

ROSS REPORTS







MONDAY APRIL 28(Cont'd)

Who Said That NBC 10:30 Ilka Chase, Robert Sterling, Bob Considine (SEEN VIA KINESCOPE ON WNET SAT MAY 3 7PM)

TUESDAY APRIL 29

Garry Moore CBS 1:30 Victor Borge, Ivan Sanderson(scientist-explorer)

Kate Smith NBC 4pm Pvt Bob Scheerer(D), Malone Sisters & Moran(S-M), Oliver Wakefield, Teen-age segment

Stork Club CBS 7:45 Rt. Hon. Lord Wilmot, Phil Rizzuto, Jerry Coleman

Sam Levenson CBS 8pm Rose Marie & daughter Georgianna, Al Capp

Texaco Star Theater  
(Milton Berle) NBC 8pm Boris Karloff, Don Cornell(S)

Keep Posted DuM 8:30 Sen. Robert S. Kerr, Clarence Brown(R-Ohio)

Battle Of The Ages  
(John Reed King) DuM 9pm Vets: Gus Van, Rigoletto Bros(C); Youth: Fisher & Marx(C), Iris Lynn(7-yr-old singer)

Fireside Thtr(film) NBC 9pm The Last Stop - by Thomas Haines, from story by Herbert Rosenfield; with John Warburton, Carol Mathews, Harry Stewart, Otto Reichow, Hal Gerard, John Dodsworth

Suspense CBS 9:30 The Letter - by Raphael Hayes, from Poe's "The Purloined Letter"; with Mary Sinclair, Arnold Moss, Leon Askin, Douglas Watson, Edgar Stehli, Henry Beckman

Armstrong Theater NBC 9:30 The Sergeant - by Rod Serling; with Don Hanmer, Anthony Ross, Stewart Pierce Brown, Lloyd Knight, Robert Brown, Tiger Andrews, Eugenie Rawls, Audra Lindley; Dir: Garry Simpson

Danger CBS 10pm Border Incident - by George Marrow; with Gusti Huber, Paul Langton, Whit Bissell, Gaby Rodgers, David McKay

Not For Publication  
(Jerome Cowan) DuM 10pm Cells Of Treachery - by Clifford Franklin; with Paul Lukas, Bert Lytell, David Kerman, Herbert Guffy, Guy Tano

WEDNESDAY APRIL 30

Garry Moore CBS 1:30 Albert Dekker, Milbourne Christopher

B'way Matinee  
(Ethel Colby) WABD 1:30 Kim Hunter

Kate Smith NBC 4pm Marion Greenwood(artist), Landre & Verna(D), John Boles, Doris Pines(pianist)

Margaret Arlen WCBS-TV 4pm Lisa Ferraday

Perry Como CBS 7:45 Rosemary Clooney, Eddie Fisher, Russ Case Orch sub for Perry Como & his troupe today only



GENERAL INSTRUCTIONS

1. The object of this examination is to determine the fitness of the candidate for the post of...

2. The candidate must be a native-born British subject, and must be at least 21 years of age...

3. The candidate must have completed his education at a recognized school or college...

4. The candidate must have a good knowledge of the English language, and must be able to write...

5. The candidate must have a good knowledge of the principles of agriculture, and must be able to...

6. The candidate must have a good knowledge of the principles of horticulture, and must be able to...

7. The candidate must have a good knowledge of the principles of stock raising, and must be able to...

8. The candidate must have a good knowledge of the principles of the various branches of agriculture...

9. The candidate must have a good knowledge of the principles of the various branches of agriculture...

10. The candidate must have a good knowledge of the principles of the various branches of agriculture...

11. The candidate must have a good knowledge of the principles of the various branches of agriculture...

12. The candidate must have a good knowledge of the principles of the various branches of agriculture...

13. The candidate must have a good knowledge of the principles of the various branches of agriculture...

14. The candidate must have a good knowledge of the principles of the various branches of agriculture...

15. The candidate must have a good knowledge of the principles of the various branches of agriculture...

EXAMINATION

1. The examination will be held on the 1st day of January, 1900...

2. The examination will be held at the Agricultural College, London...

- 10 -

3. The examination will be held at the Agricultural College, London...

4. The examination will be held at the Agricultural College, London...

5. The examination will be held at the Agricultural College, London...

6. The examination will be held at the Agricultural College, London...



WEDNESDAY APRIL 30(Cont'd)

<u>Kate Smith Evening</u>	NBC 8pm	Phil Regan, The Bassi Trio(jugglers), Joey Faye, Jack Albertson, Herbie Faye, Eddie Hanley
<u>Ellery Queen</u> (Lee Bowman)	ABC 9pm	<u>The Men Without Faces</u> - by Henry Misrock; with Royal Beal, Vaughn Taylor, Anna Minot
<u>Kraft Theater</u>	NBC 9pm	<u>The Man In Half-Moon Street</u> - by Barre Lyndon; with John Newland, Anne Jackson, Mercer McLeod, John Stephen, Addison Richards, Roland Winters, Joe Maross, Will Hare; Dir: Maury Holland
<u>The Web</u>	CBS 9:30	<u>Broken Date</u> - by Robert Esson; with William Redfield, Ian Martin, Lauren Gilbert, Roger Flowden, Basil Howes, Sylbil Baker; Dir: Lela Swift
<u>Celanese Theater</u>	ABC 10pm	<u>They Knew What They Wanted</u> - by Sidney Howard; with Betty Field, Frank Puglia, Robert Stack, Frank McHugh, Theodore Newton, Richard Bishop, Peter Chan

THURSDAY MAY 1

<u>Garry Moore</u>	CBS 1:30	Dick Baker(S-M)
<u>Eloise Salutes</u>	WPIX 2:15	Walter Kiernan (SEEN VIA KINESCOPE ON WCBS-TV SUN MAY 11 11:15pm)
<u>Kate Smith</u>	NBC 4pm	Arthur Treacher, Valley Forge Military Academy Glee Club, The 4 Paulette Sisters(S), John Murtagh
<u>Star Of The Family</u> (Peter Lind Hayes)	CBS 8pm	Robert Cummings, Connee Boswell, Pat Hill & Larry Delma(novelty)
<u>T- Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Hunted Hunter</u> - by A.S. Ginnes; with Whit Bissell, Dan Morgan, Karen Lindgren, Jim Boles, Gene Blakeley
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9pm	Ian Keith, Lewis Charles, Rita Altman, Jack Carron, Eugene Ruymen, James MacMahon
<u>Royal Plyhse(film)</u>	DuM 9pm	<u>Unwritten Column</u> - by Edward P. Bailey, adapt by James Gunn; with Virginia Farmer, Edward Earl, Frieda Inescort, Marjorie Steele, John Baer, Conrad Binyon, George Eldredge, Wendy Waldron, Bill Erwin
<u>Ford Festival</u> (James Melton)	NBC 9:30	Zasu Pitts, Laraine Day
<u>Racket Squad(film)</u> (Reed Hadley)	CBS 10pm	<u>The Soft Touch</u> - with Lucia Carroll, Richard Walsh, Don Bigson, Joe Crenan, Arthur Lovejoy, Paul Maguire, Jack Mulhall
<u>Charlie Wild</u> (John McQuade)	DuM 10pm	<u>The Deadly Double</u> - by Thomas Maddigan; with John Shellie, Henry Lascoe, Edwin Cooper, Robert H. Harris
<u>Martin Kane</u> (Lloyd Nolan)	NBC 10pm	Herbert Rudley, Bruce Gordon, Maurice Burke, Philip Truex, Jack Klugman, Brace Conning
<u>Crime Photographer</u> (Darren McGavin)	CBS 10:30	<u>The Last Mobster</u> - by Alvin Sapinsley; with Maria Riva, Robert Middleton, Cliff Hall, Harrison Dowd



RECEIPTS

1900	Jan 1	Balance	100.00	
1900	Jan 15	Received from John Doe	50.00	
1900	Feb 1	Received from Jane Smith	25.00	
1900	Mar 1	Received from Robert Brown	75.00	
1900	Apr 1	Received from Mary White	30.00	
1900	May 1	Received from David Green	40.00	
1900	Jun 1	Received from Elizabeth Black	60.00	
1900	Jul 1	Received from Thomas Grey	20.00	
1900	Aug 1	Received from William Hall	80.00	
1900	Sep 1	Received from Susan King	15.00	
1900	Oct 1	Received from Charles Lee	90.00	
1900	Nov 1	Received from Margaret Scott	35.00	
1900	Dec 1	Received from James Taylor	55.00	
1900	Dec 31	Total	700.00	



THURSDAY MAY 1 (Cont'd)

Author Meets Critics DuM 10:30 Not set at press time.

NBC-TV Opera

NBC 11pm Gianni Schicchi - by Giacomo Puccini; with Ralph Herbert, Virginia Haskins, Robert Marshall, Jean Handzlik, Ruth Kobart, Evelyn Keller, Kenneth Smith, Robert Goss, Paul Ukena, Hubert Norville, Emile Renan, Lloyd Harris, Francis Monachino, Robert Holland, David Pfeffer; Staged by Hans Busch; Don Quixote Pas De Deux - danced by Mia Slavenska & Frederic Franklin

FRIDAY MAY 2

Garry Moore

CBS 1:30      Cliff Norton, Lucile Watson

Kate Smith

NBC 4pm Blackburn Twins & Pam Cavan, Prof. Backwards(C),  
Evalyn Tyner, Fashion Showcase

Pers. Appear(kine)

ABC 7:30      Collateral - by John Vahgos; with Leon Askin, Anita Louise, Whit Conner, Russell Hicks, Maurice Cass, Bambi Linn; Dir: Bob Finkel

## Schlitz Playhouse

CBS 9pm      Doctors Should Never Marry - by Elaine Carrington;  
with Diana Lynn, Walter Matthau, Jamie Smith, Svea  
Grunfeld; Prod-Dir: William H. Brown Jr.

## Big Story

NBC 9pm      Rolf K. Mills, Minneapolis Tribune - by Max Ehrlich;  
with Willard Sage, David Opatoshu, Harry Mehaffey,  
Bernard Burke, Natalie Priest, Robert H. Fuller, Roland Wood

# Tales Of Tomorrow

ABC 9:30 Red Dust - by Theodore Cogswell, adapt by Irving Elman; with Lex Barker, Fred Stewart, Robert Patten, Skedje Miller

# It's News To Me

CBS 9:30 Angela Lansbury, Basil Rathbone

# Police Story

CBS 10pm    The Detroit Story - by Erwin Kenny; with Victor  
                 Thorley, Joe Mantell, Fred J. Scollay, George Ives,  
Joseph DiReda, Gordon B. Clarke, Emily Barnes; Dir: David Rich

Cavalcade Of Stars  
(Jackie Gleason)

DuM 10pm Johnny Desmond, Betty George(S)

[illegible]

ADVANCE LISTING(Incomplete)

Listing for next Saturday's & Sunday's programs are recorded here. It is impossible for us to make them more complete, since the production offices themselves did not have the information at our press time which is Friday, 6pm. As usual, for the record, complete cast credits for these shows will be recorded in our next issue.

SATURDAY MAY 3

Mr I Magination  
(Paul Tripp)

CBS 1pm John Paul Jones - with Richard Trask

Ken Murray

CBS 8pm Ann Dvorak, Victory Jory, Nina Warren, Johnny Desmond

ROSS REPORTS







SATURDAY MAY 1(Cont'd)

<u>11 Star Revue</u> Ed Wynn)	NBC 8pm	Lucille Ball & Desi Arnez (FROM HOLLYWOOD)
<u>our Show Of Shows</u> Sid Caesar)	NBC 9pm	Marguerite Piazza
<u>ongs For Sale</u> Steve Allen)	CBS 9:30	Guest Singers: Nat King Cole, Peggy Ryan & Ray Mac-Donald, Fontane Sisters; Judges: Barry Gray, Bob Larsen, Vinton Freedley, Bob Merrill, Johnny Desmond

SUNDAY MAY 4

<u>V Recital Hall</u>	NBC 2:30	William Primrose(violist)
<u>llmk Hall Of Fame</u> Sarah Churchill)	NBC 4:30	The Face Of Spain - by Felix Leon & Wilson Lehr; with Berry Kroeger, Ronald Long, Frank Daly, Phillippa Bevans; others not set at press time
<u>an Of The Week</u>	CBS 6pm	W. Averell Harriman
<u>oy Rogers(film)</u>	NBC 6pm	The Hermit's Secret - with James Kirkwood, Evelyn Finley, Stan Blystone, Hank Patterson, Henry Wills, Gloria Winters, Fred Graham, Harry Harvey
<u>this Is Show Bus.</u>	CBS 7:30	Miriam Hopkins, Helen O'Connell, Jack E. Leonard, Mayo Brothers(D)
<u>Arthur Murray</u>	ABC 9pm	Jarmila Novotna, Art Barnett(soundologist)
<u>hilco Playhouse</u>	NBC 9pm	We Were Children - by Sumner Locke-Elliott; with Polly Rowles, James Gregory, Joan Wetmore, Anne Burr, Winifred Cushing, Dorothy Elder, Donald Harris, Sandra Ann Wigington, Tom Palmer, Toni Halloran, Martin Huston, Gaye Huston, Dir: Delbert Mann
<u>celebrity Time</u>	CBS 10pm	Buster Keaton, Isabel Bigley, Peggy Ryan & Ray Mac-Donald

T A L E N T   L O C A T O R   S E R V I C E   April 27, 1952

<u>EW AYRES</u> arrives NYC May 2 - AGT: Wm Morris JU 6-5100	<u>REGINALD GARDINER</u> now in NYC
<u>IA BECK</u> & Mgr Gerda Bosma here from Europe (jazz artist)	<u>PAULETTE GODDARD</u> returned from Europe
<u>JOHNNY MACK BROWN</u> arrives NYC this week - AGT: MCA PL 9-7500	<u>JOHN HODIAK</u> current "The Chase" - AGT:MCA
<u>ACK CARSON</u> - AGT: MCA PL 9-7500	<u>ILONA MASSEY</u> - AGT: Affiliated Artists PL 3-1862
<u>EROME COWAN</u> current "Not For Publ." avail outside TV shows - AGT: Frank Cooper VA 6-5661	<u>MING &amp; LING</u> Chinese Hillbillies - AGT: Al Grossman CI 5-8422
<u>ARAINÉ DAY</u> - AGT: Jack Lawrence, Wm Morris JU 6-5100	<u>DAVID NIVEN</u> arrives NYC late this week - AGT: MCA PL 9-7500
<u>BILLY DANIELS</u> returned from Europe - PRESS: Charles Dreyfus PL 3-6971	<u>JACK PALANCE</u> returned from coast - AGT: Wm Morris JU 6-5100
<u>ALBERT DEKKER</u> - AGT: Wm Morris	<u>ROBERT PRESTON</u> from Miami this week - AGT: Wm Morris JU 6-5100
<u>ELVYN DOUGLAS</u> - AGT: Wm Morris	<u>ROGER PRICE</u> - AGT: Frank Cooper VA 6-5661
	<u>ERICH MARIA REMARQUE</u> author here from Europe - AGT: Gale Agcy



General Ledger

DATE: 12/31/1912  
PAGE: 10

DATE	DESCRIPTION	DEBIT	CREDIT
12/1/12	Balance		100.00
12/2/12	Dr. Cash	50.00	
12/3/12	Dr. Cash	25.00	
12/4/12	Dr. Cash	10.00	
12/5/12	Dr. Cash	75.00	
12/6/12	Dr. Cash	30.00	
12/7/12	Dr. Cash	15.00	
12/8/12	Dr. Cash	40.00	
12/9/12	Dr. Cash	20.00	
12/10/12	Dr. Cash	60.00	
12/11/12	Dr. Cash	35.00	
12/12/12	Dr. Cash	18.00	
12/13/12	Dr. Cash	55.00	
12/14/12	Dr. Cash	22.00	
12/15/12	Dr. Cash	70.00	
12/16/12	Dr. Cash	45.00	
12/17/12	Dr. Cash	12.00	
12/18/12	Dr. Cash	65.00	
12/19/12	Dr. Cash	38.00	
12/20/12	Dr. Cash	16.00	
12/21/12	Dr. Cash	52.00	
12/22/12	Dr. Cash	28.00	
12/23/12	Dr. Cash	72.00	
12/24/12	Dr. Cash	48.00	
12/25/12	Dr. Cash	14.00	
12/26/12	Dr. Cash	62.00	
12/27/12	Dr. Cash	32.00	
12/28/12	Dr. Cash	19.00	
12/29/12	Dr. Cash	58.00	
12/30/12	Dr. Cash	24.00	
12/31/12	Dr. Cash	78.00	

Dr. Cash 100.00  
Total 100.00



# Ross Reports

## ON TELEVISION PROGRAMMING

*Wallace A. Ross, Publisher*

Editor & Publisher: Wallace A. Ross

Associate Editor: David B. Graham

Research: Gordon Leigh

Research: Alvin Sullum

### RESEARCH & INFORMATION SERVICE

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## MAY 1952

VOLUME 3, NUMBER 15

- Complete Analysis by Category of every Network and local NYC Program on TV during the Spring Cycle — including Credits, Costs, Ratings, Sponsors, Agencies, Format, etc.
- Alphabetical Index of all TV Programs.
- Checklist of Program Casualties during the year — details and dates.
- Summer Replacement Data.
- Address & Telephones for all Ad Agencies, Packagers, Film Producers & Casting Executives mentioned.

### SPECIAL REPORTS SCHEDULED

- Summary: TV Play Titles & Script Credits.
- Program Trend Study.
- Contact List for Publicity & Casting.
- TV Film Production — Programs & Commercials.

### DIRECTORY ISSUE — SEPTEMBER

EXTRA COPIES — This Issue: \$3 (Subscribers) \$5 (Non-Subscribers)

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EXPENSE".

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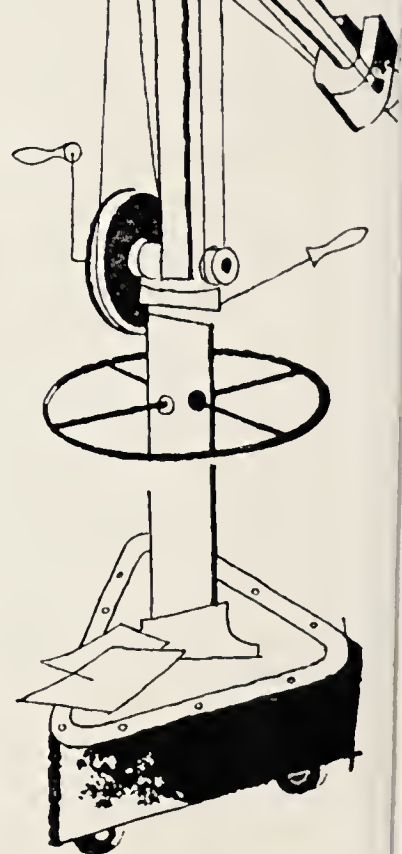
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PROGRAM ANALYSIS ISSUE

End-of-the-Year roundup of all programs seen either on network television or locally in NYC during the program cycle from May 1951 to May 1952. Programs enumerated were on the air in April. Although some may have been dropped since then, details are included both for the record and to give the picture at the height of the Spring program cycle. Ratings are for March for the same reason.

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This is a once yearly compilation. Similar records were compiled and published in May 1951, June 1950, February 1950 and in monthly reports prior to that. It is intended as a research source, & from it can be drawn such data as: titles used, production credits, talent credits, program backgrounds, etc.

PROGRAM DEBUTS SCHEDULED FOR JUNE & JULY

See Wkly Rept

May 8	- <u>Mr. Arsenic</u> : factual underworld discussion series - ABC	Vol 3 #15-B
28	- <u>Midway</u> : new summer quiz show from Palisades Park - DuM	Vol 3 #15-D
	- <u>Straw Hatters</u> : summer talent search show from Palisades-DuM	Vol 3 #15-D
June 15	- <u>Fearless Fosdick</u> : filmed comedy adventure marionette show-NBC	Vol 3 #16-A
6	- <u>Campbell Playhouse</u> : summer film replacement for <u>Aldrich</u> - NBC	Vol 3 #15-C
7	- <u>Blind Date</u> : summer replacement for part of <u>Show of Shows</u> - NBC	Vol 3 #16-A
	- <u>Your Saturday Dance Date</u> : summer series with dance bands- NBC	Vol 3 #16-A
9	- <u>Matinee in New York</u> : variety-quiz replaces <u>Kate Smith Day</u> -NBC	Vol 4 # 1-B
20	- <u>Curtain Call</u> : dramatic series replaces <u>RCA Victor Revue</u> - NBC	Vol 3 #15-D
29	- <u>Big Payoff</u> : audience participation show for <u>Colgate Hour</u> - NBC	Vol 4 # 1-B
29	- <u>Information Please</u> : makes TV debut in <u>Fred Waring</u> time - CES	Vol 3 #15-A
30	- <u>Guiding Light</u> : new soap opera replaces <u>First 100 Years</u> - CBS	Vol 4 # 1-B
July 1	- <u>Sightseeing</u> : summer replacement for <u>Dinah Shore</u> - NBC	Vol 4 # 1-B
	- <u>Boss Lady</u> : P&G puts new film series as <u>Fireside</u> repl - NBC	Vol 4 # 1-B
3	- <u>Mr. Peepers</u> : summer replacement for <u>Ford Festival</u> - NBC	Vol 3 #15-C
	- <u>The Hunter</u> : film series is summer replacement <u>Man vs Crime</u>	Vol 4 # 1-B
4	- <u>Doorway to Danger</u> : summer replacement for <u>Big Story</u> - NBC	Vol 4 # 1-B
12	- <u>Assignment: Manhunt</u> : summer replacement for <u>Your Hit Parade</u>	Vol 4 # 1-B
13	- <u>Your Lucky Clue</u> : summer replacement for <u>This is Show Biz</u> -CBS	Vol 4 # 1-B
June 16	- <u>My Little Margie</u> : summer film series in <u>I Love Lucy</u> slot-CBS	Vol 4 # 1-B
19	- <u>I've Got A Secret</u> : panel-aud partic for <u>Crime Photog</u> - CBS	Vol 4 # 1-B
July 14	- <u>Masquerade Party</u> : panel-aud partic for <u>What's My Name</u> - NBC	Vol 4 # 1-C



Section 100

The first part of the report is a summary of the work done during the year. It is followed by a detailed account of the various projects and the results achieved. The report concludes with a list of references and a bibliography.

Table 1	
1	100
2	200
3	300
4	400
5	500
6	600
7	700
8	800
9	900
10	1000

The second part of the report is a detailed account of the various projects and the results achieved. It is followed by a list of references and a bibliography.

Table 2	
1	100
2	200
3	300
4	400
5	500
6	600
7	700
8	800
9	900
10	1000



# DIRECTORY TO FIRMS CREDITED IN THE FOLLOWING PAGES

P - Packager-Producer

A - Advertising Agency

F - Film Producer

Addresses are for NYC wherever possible, even though main office may be somewhere else. Complete Directory to all TV personnel in the fall.

ABC	7 W 66	SU 7-5000	Doyle, Dane & Bnbch-A	25 W 45	JU 6-5720
Affil Artists-P	20 E 53	PL 3-1862	DuMont	515 Madison	MU 8-2600
ATV Films-F	1819 Bway	CO 5-7794	Roy S. Durstine-A	730 Fifth	CI 6-1400
Phil Alampi-P	ABC 7 W 66	SU 7-5000	Ellington-A	535 Fifth	MU 7-4300
Amer Inst Food-P	509 Madison	MU 8-4900	Walter Engels-P	WPIX 220E42	MU 2-6500
Mab Anderson-P	40 W 52	PL 9-1760	William Esty-A	100 E 42	MU 5-1900
Anderson & Cairns-A	488 Madison	MU 8-5800	Erwin, Wasey-A	420 Lex	LE 2-8700
Apex Prods-F(Hwd)	971 N La Cien'ga	CR 5-5521	Jerry Fairbanks-F	551 Fifth	MU 2-5171
Ted Ashley-P	545 Fifth	MU 7-0576	Tiny Fairbanks-P	480 Lex	PL 3-0429
Assoc Ad Service-A	141 E 44	MU 7-2286	Happy Felton-P	1819 Bway	CO 5-4656
N.W. Ayer-A	30 Rock Pl	CI 6-0200	Filmcraft-F(Hwd)	8451 Melrose	WE 3-9281
BBD & O-A	383 Madison	EL 5-5800	1st Army Center-P	90 Church	RE 2-9100
Badger, Br & Hersey-A	30 Rock Pl	CI 7-3720	Flying A-F(Hwd)	6920 Sunset	HE 5694
Bar Assn of NY-P	42 W 44	MU 2-0606	George F. Foley-P	17 E 45	MU 7-5354
Barry-Enright-P	104 E 40	OR 9-3118	Foote, Cone & Bldng-A	247 Park	MU 8-5000
Ted Bates-A	630 Fifth	JU 6-0600	Fox-Movietone-F	444 W 56	CO 5-3320
Mannie Baum Ent-F	723 Seventh	CI 5-4240	Walt Framer-P	123 W 44	PL 7-0800
Victor A. Bennett-A	511 Fifth	MU 7-2186	A. Frank-G. Law-A	110 E 42	MU 5-3513
W.F. Bennett-A(Chi)	20 N. Wacker	FR 2-1131	Fuller & Smith & Ross-A	71 Vand'blt	MU 6-5600
Benton & Bowles-A	444 Madison	MU 8-1100	Fred M. Friendly-P	CBS 485 Mad	PL 5-2000
Birmingham, C & P-A	136 E 38	LE 2-7550	Allen Funt-P	100 CPS	JU 6-5227
Blow Agency-A	640 Fifth	PL 9-1717	Gannaway & Mrgnthau-P	55 W 53	PL 7-0146
Albert Black-P	1270 Sixth	CO 5-5885	Gardner-A	9 Rock Pl	CO 5-2000
Blaine-Thompson-A	234 W 44	LO 4-0800	Getschal & Richard-A	49 E 51	PL 9-1332
W. Earl Bothwell-A	22 E 40	LE 2-1522	Geyer & Ganger-A	745 Fifth	PL 5-5400
Bozell & Jacobs-A	31 W 47	JU 6-5588	John E. Gibbs-P	30 Rock Pl	PL 7-5959
Briscoe & Goldsmith-P	522 Fifth	MU 2-6244	Gibraltar-A	17 E 45	MU 7-7896
Wm. F. Broidy-F(Hwd)	5545 Sunset	HEM 6684	Arthur Godfrey-P	485 Madison	PL 5-2000
Brooke, S, F & D-A	52 Vand'blt	MU 6-1800	Goodson-Todman-P	49 E 52	PL 5-9100
D.P. Brother-A(Dtrt)	Gen Mtr Bldg	TR 2-8250	Theodore Granik-P	WNBW	Wash, D.C.
Franklin Bruck-A	1270 Sixth	CI 7-7660	Grant-A	655 Madison	TE 8-9393
Buchanan-A	1501 Bway	BR 9-7900	N.C. Greenfield-A	570 Seventh	LO 4-4464
Edward Byron-P	730 Fifth	CI 6-2677	Grey-A	166 W 32	CH 4-3900
CBS	485 Madison	PL 5-2000	Gross-Krasne-F(Hwd)	Gen Svc Stu	GR 3111
Calkins & Holden-A	247 Park	PL 5-6900	John Guedel-F(Hwd)	1680 N. Vine	HE 5186
Campbell-Ewald-A	1 E 57	MU 8-3190	Guild, Bscm, Bnfgli-A	45-2nd (San F)	YU 2-4101
Cayton-A	9 E 40	LE 2-1711	Gumbinner-A	655 Madison	TE 8-1717
Cecil & Presbrey-A	247 Park	MU 8-1234	Henri, Hurst-A(Chi)	121 W. Wacker	FR 2-9180
Jack Chertok-F(Hwd)	971 N La Cien'ga	CR 5-5521	Hewitt, Ogilvy-A	575 Madison	MU 8-6100
Al Cirillo-P	147 W 42	PE 6-3643	Hicks & Greist-A	420 Lex	MU 3-9135
Clements-A(Phila)	1601 Chestnut	RI 6-0236	Hirshon-Garfield-A	745 Fifth	MU 8-8900
Arnold Cohan-A	101 W 55	PL 7-7730	Huber Hoge-A	699 Madison	TE 8-0200
Harry B. Cohen-A	1 E 57	MU 8-3030	Honig-Cooper-A(San F)	333 Mntgmetry	EX 2-7004
Compton-A	630 Fifth	CI 6-2800	West Hooker-P	30 Rock Pl	JU 2-3026
Co-Ordinated Adv-A	14 E 39	MU 9-1440	Charles Hoyt-A	551 Fifth	MU 2-2000
Louis G. Cowan-P	575 Madison	PL 9-3700	Hutchins-A	16 W 56	PL 7-8526
Bing Crosby-P(Hwd)	9028 Sunset	CR 1-1171	IMPPRO-F(Hwd)	8822 W. Wash	VE 8-2185
Cunningham & Walsh-A	40 E 34	MU 3-4900	Carol Irwin-P	277 Park	PL 5-7244
Dancer-Fitz-Smple-A	347 Madison	OR 9-0600	Robert Jennings-P	53 W 53	JU 6-0711
D'Arcy-A	515 Madison	PL 8-2600	Duane Jones-A	570 Lex	PL 3-4848
Demby Co-P	34 E 51	PL 9-2495	Kagran Corp-P	4 W 58	MU 8-0585
Desilu Prods-F(Hwd)	Gen Svc Stu	GR 3111	Kastor, Farrell-A	274 Madison	OR 9-4440
Doherty, Clif & S-A	350 Fifth	BR 9-0445	Kenyon & Eckhardt-A	247 Park	MU 8-5700
Donahue & Coe-A	1270 Sixth	CO 5-4252	Abbott Kimball-A	250 Park	PL 3-9600
Dorland-A	247 Park	EL 5-2680	Charles King-P	1440 Bway	CH 4-8711







FIRMS CREDITED IN THIS ISSUE(Cont'd)

Kudner-A	575 Madison	MU 8-6700	F.D. Richards-A	10 Rock Pl	HO 9-6371
Lamb & Keen-A(Phila)	1616 Walnut	PE 5-9650	Hal Roach, Jr-F(Hwd)	8822 Wash	TE 0-2761
Lambert & Feasley-A	60 E 42	MU 7-8980	Rockhill-P	18 E 50	PL 3-7979
C.J. LaRoche-A	247 Park	PL 5-7711	Rountree&Spivak-P	570 Lex	PL 5-7770
Jerry Layton-P	551 Fifth	MU 7-6320	Ruthrauff & Ryan-A	405 Lex	MU 6-6400
Al Paul Lefton-A	521 Fifth	VA 6-4340	Ben Sackheim-A	2 W 59	PL 9-5141
Lennen & Newell-A	17 E 45	MU 2-9170	James L. Saphier-P	6 E 45	MU 7-8370
Edward Lewis-F(Hwd)	MotPicCenter	HO 9-5981	George Scheck-P	1697 Bway	JU 6-1414
Lester Lewis-P	11 E 48	PL 3-5083	Stuart Scheftel-P	4 W 58	PL 9-2929
Max Liebman-P	130 W 56	PL 7-6533	Scheideler, B&W-A	487 Park	MU 8-8866
Norman Livingston-P	1819 Bway	CO 5-7794	R.M. Seeds-A(Chi)	919 N.Michgn	DE 7-1045
Phillips H. Lord-P	501 Madison	PL 5-2211	Sherman&Marquette-A	10 Rock Pl	PL 7-6400
Earle Ludgin-A(Chi)	121 W.Wacker	AN 3-1888	Slvrstein-Gldsmth-A	16 E 40	OR 9-3100
Andre Luotto-A	30 Rock Pl	CO 5-0771	A.M. Sneider-A	527 Fifth	MU 2-2662
MacManus, J&A-A	444 Madison	PL 9-3221	Raymond Spector-A	445 Park	MU 8-4407
Marschalk & Pratt-A	535 Fifth	VA 6-2022	St. George & Keyes-A	250 Park	PL 5-1180
Harvey Marlowe-P	101 W 67	LO 4-8000	Wilbur Stark-P	510 Madison	PL 3-1742
Masterson, R&N-P	745 Fifth	PL 9-1120	Stockton, W&E-A	501 Madison	MU 8-6077
J. M. Mathes-A	122 E 42	LE 2-7450	Mike Stokey-F(Hwd)	6123 Selma	HU 2-1241
Maxon-A	12 E 53	PL 9-7676	Strock&Thompson-F	Roach Stu(LA)	VE 8-2185
MCA-P	598 Madison	PL 9-7500	Sullivan, S, C&B-A	437 Fifth	OR 9-2500
McCann-Erickson-A	50 Rock Pl	JU 6-3400	Sweeney&James-A(Akrm)	1501 Euclid	MA 1-7142
Meldrum&Fewsmth(Cleve)	1220 HuronRd	CH 1-3510	Talent Assoc-P	150 E 52	PL 3-1030
Milverne Prods-P	Bryant Hotel	CI 6-3497	J.D. Tarcher-A	630 Fifth	CI 6-2626
Art Modell-P	7 W 66 ABC	SU 7-5000	Tatham-Laird-A(Chi)	20 N. Wacker	RA 6-2171
Modern Home Serv-P	52 Vand'blt	MU 6-1290	J.Walter Thompson-A	420 Lex	MU 3-2000
Emil Mogul-A	250 W 57	CO 5-2482	Transamerican-P	1 E 54	PL 5-9800
Mole & Lee-P	105 W 55	CI 6-0006	Trio Design Affil	200 W 57	PL 7-8417
Robt L Moore, Jr.-P	405 Lex	OR 9-3930	United Press	220 E 42	MU 2-0400
William Morris-P	1740 Bway	JU 6-5100	UN Radio(UNCA)-P	UN Plaza	MU 4-1234
Carlton E. Morse-P	30 Rock Pl	CI 7-8300	Videocast Prods-P	1697 Bway	JU 6-3270
Moselle & Eisen-A	522 Fifth	MU 2-4939	Carlo Vinti-A	431 Fifth	MU 9-8476
Mot Pic for TV	655 Madison	TE 8-1500	Geoffrey Wade-A(Chi)	20 N.Wacker	ST 2-7369
Arthur Murray-P	342 Madison	MU 7-4141	Warren Wade-P	111 E 56	PL 3-8600
Nat'l Assn Mfrs-P	14 W 49	CI 5-6600	Fred Waring Ent-P	1697 Bway	CI 6-3500
Nat'l Chcl Chrch's-P	220 Fifth	OR 9-2968	Wm Warren, J&D-A	45 W 45	JU 6-0350
NBC	30 Rock Pl	CI 7-8300	Warwick & Legler-A	230 Park	MU 4-5800
Needham, I&B-A(Chi)	135 S.LaSalle	ST 2-5151	William Weintraub-A	488 Madison	MU 8-3901
Neptune Prods-P	30 Rock Pl	CI 7-8300	Weiss & Geller-A	400 Madison	PL 3-4070
NY Co Med Soc-P	2 E 103	AT 9-7305	Wesley Assoc-A	347 Madison	MU 6-7077
O'Keefe&O'Brien-P	253 E 50	MU 8-7975	Western Adv-A(Hwd)	668 S.Cronado	DU 7-7367
Robert W. Orr-A	4 W 58	PL 9-8050	Westheimer&Block-A	315 N. 7th	St. Louis
P.K. Palmer-F(Hwd)	Goldwyn Stu	GR 5111	Ward Wheelock-A	444 Madison	PL 3-7120
M.Parsonnet-F	3 W 57	MU 8-5700	Sid White-P	234 W 44	LA 4-5784
Paris & Peart-A	370 Lex	MU 9-2424	Charles Wick-P	342 Madison	MU 7-1746
Peck-A	400 Madison	PL 3-0900	William Wilbur-A	135 E 54	MU 8-1186
N & I Pincus-P	101 W 55	CI 6-0138	Frank Wisbar-F(Hwd)	Eagle-Lion	HO 9-3744
Price, Rbnson-A(Chi)	McHdse Mart	WH 4-5900	Ed Wolf-P	420 Madison	PL 5-7620
Bernard Prockter-P	221 W 57	JU 6-4830	WOR	101 W 67	LO 4-8000
Product Adv-A	215 Fourth	OR 7-2552	Word of Life-P	140 Nassau	WO 4-3075
Prod Srvc Group-A	10 E 44	MU 7-0204	WPIX	220 E 42	MU 2-6500
Chas Dallas Reach-A	46 W 55	CI 5-4176	Wyatt & Schuebel	40 E 51	EL 5-7785
Roland Reed-F(Hwd)	Roach Studio	TE 0-2761	Young & Rubicam-A	285 Madison	MU 9-5000
Reemack Prods-P	527 Fifth	MU 7-7979	Zimmer-Keller-A(Dtrt)	Stroh Bldg	WO 1-9151
Regis Radio	1 E 48	PL 9-2507	Frederick Ziv-F	488 Madison	MU 8-4700

P - Packager-Producer

A - Advertising Agency

F - Film Producer







# TOP TEN RATINGS FOR APRIL

Multi-Market Pulse Ratings are carried among the details on most shows listed on the following pages. However, the top ten rated shows by the several rating services are listed below for your general interest. Note the 1952-1951 differences in Pulse %.

## MULTI-MARKET PULSE (April 1-7)

	Net	1952	1951
Talent Scouts	C	43.0	30.7
I Love Lucy	C	42.7	not on
Red Skelton	N	38.7	not on
Your Show of Shows	N	37.3	32.3
You Bet Your Life	N	35.8	
Godfrey & Friends	C	34.4	29.0
Texaco Star Theater	N	34.4	45.3
Fireside Theater(film)	N	31.3	30.3
TV Playhouse	N	30.9	31.0
Mama	C	30.5	

## MULTI-MARKET MULTI-WEEKLY PULSE(Apr 1-7)

Howdy Doody	N	16.4	D. Edwards News	C	11.1
Camel News	N	14.4	Those Two	N	10.9
Kate Smith	N	13.7	The Goldbergs	N	10.7
Perry Como	C	13.3	Capt Video	D	9.8
Dinah Shore	N	12.3	Stork Club	C	9.8

## NEW YORK TELEPULSE(Apr 1-7)

	Net	1952	1951
I Love Lucy	C	43.7	not on
Talent Scouts	C	43.3	29.6
You Bet Your Life	N	36.7	
Your Show of Shows	N	36.7	35.6
Godfrey & Friends	C	36.5	
Red Skelton	N	34.9	not on
Texaco Star Theater	N	33.9	45.2
Fireside Theater(film)	N	32.0	
My Friend Irma	C	32.0	not on
Mama	C	31.0	

## NY MULTI-WEEKLY TELEPULSE(Apr 1-7)

Howdy Doody	N	16.2	Early Show	C	10.4
Perry Como	C	13.2	Chronoscope	C	9.9
Kate Smith	N	12.1	11pm News&Misc	N	9.1
D. Edwards	C	11.9	The Goldbergs	N	9.0
Stork Club	C	10.9	Camel News	N	8.5

## NYC HOOPERATING (April)

	Net	1952	1951
Colgate(Martin&Lewis)	N	52.3	
I Love Lucy	C	48.9	not on
Talent Scouts	C	46.8	30.6
Godfrey's Friends	C	39.5	
Jack Benny	C	37.0	
All Star(Abbott&Costello)	N	35.8	
Your Show of Shows	N	35.0	33.4
You Bet Your Life	N	34.6	
Colgate(Bob Hope)	N	32.9	
My Friend Irma	C	32.3	not on

## A.C. NIELSEN

### National - for 2 weeks ending April 12

	Net	Rt'g	Homes
I Love Lucy	C	68.2	11,055
Talent Scouts	C	60.0	
Godfrey&Friends(Pillsbry)	C	56.2	8,138
Godfrey&Friends(Chstrfld)	C	55.0	8,354
Red Skelton	N	49.9	7,956
Texaco Star Theater	N	46.1	7,440
Show of Shows(Partic)	N	45.7	6,915
Show of Shows(Camels)	N	45.4	7,136
You Bet Your Life	N	44.1	7,083
Colgate Comedy Hour	N	43.2	6,870

### New York City - 2 weeks ending April 12

I Love Lucy	C	59.5	1,720
Talent Scouts	C	49.8	1,439
Godfrey&Friends(Chstrfld)	C	42.3	1,222
Godfrey&Friends(Pillsbry)	C	40.7	1,176
Show of Shows(Camels)	N	39.3	1,136
Texaco Star Theater	N	38.9	1,124
Amos 'n' Andy	C	37.2	1,075
Fireside Theater(film)	N	37.2	1,075
Show of Shows(Partic)	N	36.5	1,055
Colgate Comedy Hour	N	34.8	1,006

## AMERICAN RESEARCH BUREAU(Apr 1-7)

I Love Lucy	C	63.2	10,600
Talent Scouts	C	57.4	6,410
You Bet Your Life	N	50.6	8,260
Red Skelton	N	50.0	8,040
Show of Shows	N	46.4	7,910
Godfrey & Friends	C	45.1	7,230
My Friend Irma	C	43.2	
Comedy Hr(Abbott&Costello)	N	42.8	6,960
Texaco Star Theater	N	39.9	6,710
Fireside Theater(film)	N	39.5	

## VIDEODEX (April)

I Love Lucy	C	51.4	8,455
Talent Scouts	C	44.4	4,860
You Bet Your Life	N	43.1	6,351
Red Skelton	N	40.6	6,399
Godfrey & Friends	C	37.7	5,664
Colgate Comedy Hour	N	37.3	5,933
Show of Shows	N	36.5	5,688
Fireside Theater(film)	N	33.3	5,263
TV Playhouse	N	31.2	5,047
Ken Murray	C	30.2	4,480

## TRENDEX(April 1-7)

I Love Lucy	C	50.4	Show of Shows	N	32.4
Talent Scouts	C	49.3	Comedy Hour	N	32.4
Godfrey Frnds	C	36.5	My Frnd Irma	C	31.5
You Bet Life	N	33.7	Texaco Thtr	N	31.3
Red Skelton	N	32.9	Strike It Rich	C	29.9



11-1941: This table shows the results of the 11th annual survey of the population of the United States. The data is presented in a table with 11 columns and 11 rows. The first column contains the year, and the remaining columns contain the population of each state and the total population.

Year	Alabama	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Illinois
1940	2,049,000	1,192,000	6,907,000	1,029,000	1,312,000	55,000	15,000	1,899,000	2,688,000	3,605,000
1941	2,055,000	1,198,000	6,913,000	1,035,000	1,318,000	55,000	15,000	1,905,000	2,694,000	3,611,000
1942	2,061,000	1,204,000	6,919,000	1,041,000	1,324,000	55,000	15,000	1,911,000	2,700,000	3,617,000
1943	2,067,000	1,210,000	6,925,000	1,047,000	1,330,000	55,000	15,000	1,917,000	2,706,000	3,623,000
1944	2,073,000	1,216,000	6,931,000	1,053,000	1,336,000	55,000	15,000	1,923,000	2,712,000	3,629,000
1945	2,079,000	1,222,000	6,937,000	1,059,000	1,342,000	55,000	15,000	1,929,000	2,718,000	3,635,000
1946	2,085,000	1,228,000	6,943,000	1,065,000	1,348,000	55,000	15,000	1,935,000	2,724,000	3,641,000
1947	2,091,000	1,234,000	6,949,000	1,071,000	1,354,000	55,000	15,000	1,941,000	2,730,000	3,647,000
1948	2,097,000	1,240,000	6,955,000	1,077,000	1,360,000	55,000	15,000	1,947,000	2,736,000	3,653,000
1949	2,103,000	1,246,000	6,961,000	1,083,000	1,366,000	55,000	15,000	1,953,000	2,742,000	3,659,000
1950	2,109,000	1,252,000	6,967,000	1,089,000	1,372,000	55,000	15,000	1,959,000	2,748,000	3,665,000

Year	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Massachusetts	Michigan	Minnesota	Mississippi
1940	2,750,000	2,243,000	2,184,000	2,367,000	2,019,000	55,000	2,071,000	4,449,000	2,594,000	1,524,000
1941	2,756,000	2,249,000	2,190,000	2,373,000	2,025,000	55,000	2,077,000	4,455,000	2,600,000	1,530,000
1942	2,762,000	2,255,000	2,196,000	2,379,000	2,031,000	55,000	2,083,000	4,461,000	2,606,000	1,536,000
1943	2,768,000	2,261,000	2,202,000	2,385,000	2,037,000	55,000	2,089,000	4,467,000	2,612,000	1,542,000
1944	2,774,000	2,267,000	2,208,000	2,391,000	2,043,000	55,000	2,095,000	4,473,000	2,618,000	1,548,000
1945	2,780,000	2,273,000	2,214,000	2,397,000	2,049,000	55,000	2,101,000	4,479,000	2,624,000	1,554,000
1946	2,786,000	2,279,000	2,220,000	2,403,000	2,055,000	55,000	2,107,000	4,485,000	2,630,000	1,560,000
1947	2,792,000	2,285,000	2,226,000	2,409,000	2,061,000	55,000	2,113,000	4,491,000	2,636,000	1,566,000
1948	2,798,000	2,291,000	2,232,000	2,415,000	2,067,000	55,000	2,119,000	4,497,000	2,642,000	1,572,000
1949	2,804,000	2,297,000	2,238,000	2,421,000	2,073,000	55,000	2,125,000	4,503,000	2,648,000	1,578,000
1950	2,810,000	2,303,000	2,244,000	2,427,000	2,079,000	55,000	2,131,000	4,509,000	2,654,000	1,584,000

Year	Montana	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio
1940	136,000	1,854,000	131,000	261,000	4,449,000	191,000	19,265,000	3,594,000	171,000	5,449,000
1941	137,000	1,860,000	132,000	262,000	4,455,000	192,000	19,271,000	3,600,000	172,000	5,455,000
1942	138,000	1,866,000	133,000	263,000	4,461,000	193,000	19,277,000	3,606,000	173,000	5,461,000
1943	139,000	1,872,000	134,000	264,000	4,467,000	194,000	19,283,000	3,612,000	174,000	5,467,000
1944	140,000	1,878,000	135,000	265,000	4,473,000	195,000	19,289,000	3,618,000	175,000	5,473,000
1945	141,000	1,884,000	136,000	266,000	4,479,000	196,000	19,295,000	3,624,000	176,000	5,479,000
1946	142,000	1,890,000	137,000	267,000	4,485,000	197,000	19,301,000	3,630,000	177,000	5,485,000
1947	143,000	1,896,000	138,000	268,000	4,491,000	198,000	19,307,000	3,636,000	178,000	5,491,000
1948	144,000	1,902,000	139,000	269,000	4,497,000	199,000	19,313,000	3,642,000	179,000	5,497,000
1949	145,000	1,908,000	140,000	270,000	4,503,000	200,000	19,319,000	3,648,000	180,000	5,503,000
1950	146,000	1,914,000	141,000	271,000	4,509,000	201,000	19,325,000	3,654,000	181,000	5,509,000

Year	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Vermont	Virginia
1940	1,059,000	1,029,000	11,929,000	101,000	1,029,000	711,000	3,594,000	19,265,000	55,000	3,594,000
1941	1,065,000	1,035,000	11,935,000	102,000	1,035,000	717,000	3,600,000	19,271,000	56,000	3,600,000
1942	1,071,000	1,041,000	11,941,000	103,000	1,041,000	723,000	3,606,000	19,277,000	57,000	3,606,000
1943	1,077,000	1,047,000	11,947,000	104,000	1,047,000	729,000	3,612,000	19,283,000	58,000	3,612,000
1944	1,083,000	1,053,000	11,953,000	105,000	1,053,000	735,000	3,618,000	19,289,000	59,000	3,618,000
1945	1,089,000	1,059,000	11,959,000	106,000	1,059,000	741,000	3,624,000	19,295,000	60,000	3,624,000
1946	1,095,000	1,065,000	11,965,000	107,000	1,065,000	747,000	3,630,000	19,301,000	61,000	3,630,000
1947	1,101,000	1,071,000	11,971,000	108,000	1,071,000	753,000	3,636,000	19,307,000	62,000	3,636,000
1948	1,107,000	1,077,000	11,977,000	109,000	1,077,000	759,000	3,642,000	19,313,000	63,000	3,642,000
1949	1,113,000	1,083,000	11,983,000	110,000	1,083,000	765,000	3,648,000	19,319,000	64,000	3,648,000
1950	1,119,000	1,089,000	11,989,000	111,000	1,089,000	771,000	3,654,000	19,325,000	65,000	3,654,000

Year	Washington	West Virginia	Wisconsin	Wyoming	Total
1940	1,929,000	55,000	2,594,000	171,000	5,449,000
1941	1,935,000	56,000	2,600,000	172,000	5,455,000
1942	1,941,000	57,000	2,606,000	173,000	5,461,000
1943	1,947,000	58,000	2,612,000	174,000	5,467,000
1944	1,953,000	59,000	2,618,000	175,000	5,473,000
1945	1,959,000	60,000	2,624,000	176,000	5,479,000
1946	1,965,000	61,000	2,630,000	177,000	5,485,000
1947	1,971,000	62,000	2,636,000	178,000	5,491,000
1948	1,977,000	63,000	2,642,000	179,000	5,497,000
1949	1,983,000	64,000	2,648,000	180,000	5,503,000
1950	1,989,000	65,000	2,654,000	181,000	5,509,000



1 HR DRAMATIC PROGRAMS - THEATRICAL

BROADWAY TV THEATER - on WOR-TV only; Mon thru Fri 7:30-9pm; DEBUT APRIL 14, 1952;  
SPONSOR - General Tire & Rubber Co thru D'Arcy, and R.J. Reynolds(Cavalier Cigarettes) thru Wm Esty; PRODUCER-PACKAGER - Warren Wade Prod'ns;  
STAGE DIR - Richard Barr(Robt Bolger, 1st show), Chas K Freeman in June; TV DIR -  
Richard Lukin; CASTING - Affiliated Artists staff; ANNCRS - Bill Lazar, Ray Morgan;  
COMMLS - Marek Windheim for D'Arcy, Grant Thompson for Esty; PRODUCTION - \$7500 per wk;  
presents former Bway hits for a 5 night run; MAR NY PULSE(undupl) 32.3; NO '52 HIATUS.

CELANESE THEATER - from WJZ-TV to 18 ABC sta; alt Wed 10-11pm; DEBUT OCT 3, 1951;  
SPON: Celanese thru Ellington; AGCY SUP-EXEC PROD-COMMLS: Burke  
Crotty; PKGR: Wm Morris; PROD: Jerry Stagg, Wm Morris; DIR: Alex Segal ABC; CAST:  
Nate Beers & George Morris at Wm Morris; ART DIR: James McNaughton; SETS: Albert  
Heschong; COSTUMES: Audre; ANCR: George Putnam; SCRIPTS: Mab Anderson, Wm Morris  
40 W 52, approx \$750 for adapts of scripts by members of Playwrights Co; PROD: approx  
\$35,000; MAR MULTIPULSE: 14.4; LAST SHOW JUNE 25 - RETURN INDEFINITE.

KRAFT THEATER - from WNBT to 37 NBC sta plus 7 kine; Wed 9-10pm; DEBUT MAY 1947;  
SPON: Kraft Foods(all products) thru J. Walter Thompson; PKGR: JWT;  
PROD-DIR(alt): Stanley Quinn & Maury Holland at JWT; CAST: Marion Dougherty JWT;  
AGCY COMMLS-SCRIPTS: Ed Rice JWT, approx \$500-750 for orig & adapts; SETS: Duane  
McKinney; MAR MULTIPULSE: 24.2; PROD: \$17,000; NO HIATUS IN '51 OR '52.

PULITZER PRIZE PLAYHOUSE - from WJZ-TV to 12 ABC sta plus 21 kine; alt Wed 10-11pm;  
DEBUT OCT 6, 1950; SPON(from Dec 19, '51): General Motors  
(Frigidaire) thru Foote, Cone & Belding; AGCY SUP-COMMLS: Hugh Davis; PKGR: Wm  
Morris; PROD: Lawrence Carra ABC; DIR: Charles Dubin; CAST: Nate Beers & George  
Morris, Wm Morris; SCRIPTS: Mab Anderson, Wm Morris 40 W 52, on assignment; ART DIR:  
James McNaughton; SETS: Bob Bright; PROD: \$30,000; uses stars & featured players in  
adapts of stories & plays by writers who have won a Pulitzer prize; HIATUS IN 1951;  
HISTORY: was spons by Schlitz Beer thru Y&R Oct '50 thru June '51, prod & dir(alt) by  
Frank Telford & Wm Brown at Y&R, and Alex Segal at ABC. LAST SHOW JUNE 4.

ROBERT MONTGOMERY PRESENTS - from WNBT to 48 NBC sta plus 9 kine; Mon 9:30-10:30pm;  
DEBUT JAN 1950; SPON(alt): American Tobacco(Lucky  
Strike) thru BBD&O, SC Johnson(Johnson's Wax) thru Needham, Louis & Brorby(from JAN 7  
'52); PROD SUP: Joe Bailey; PKGR: Neptune Prod'ns; PROD: Robert Montgomery; PROD ASST:  
Henry Colman; DIR'S: Norman Felton(Lucky Strike), Vincent Donehue(Johnson's Wax);  
CAST: Joan MacDonald, Neptune; SCRIPTS: on assignment; AGCY COMMLS: Hank Carruthers  
for BBD&O, Richard Eastlund for NL&B; ANNCR: Nelson Case(Johnson's Wax), John Lang  
(Lucky); SETS: S. Syrjala; PROD: \$35,000; MAR MULTIPULSE: 23.6; HIATUS IN '51;  
HISTORY: Bymart(Tintair) thru Cecil & Presbrey was sponsor in spot now held by  
Johnson's Wax. NO '52 HIATUS.

STUDIO ONE - from WCBS-TV to 35 CBS sta plus 17 kine; Mon 10-11pm; DEBUT NOV 1948;  
SPON: Westinghouse thru McCann-Erickson; AGCY SUP: Al Scalpone; PROD:  
Donald Davis(replaced Worthington Miner Apr '52); DIR(alt): Franklin Schaffner(re-  
placed Lela Swift), and Paul Nickell; SCRIPTS: Arthur Heinemann, CBS, approx \$900 for  
origs, \$500 for adapts of plays, novels & short stories; CAST: Mike Mead & Miss Pat  
Martin for Robert Fryer CBS; SETS: Willard Levitas & Paul Sylbert; ANCR: Betty  
Furness; AGCY COMMLS: Ted Huston; PROD: \$22,500; MAR MULTIPULSE: 25.5; HIATUS IN '51;  
HISTORY: Westinghouse sponsored from May '49, show was sustaining previous to that.  
LAST SHOW JUNE 16 - Replaced for 13 weeks by Westinghouse Summer Theater, using best  
scripts from Studio One's 1950-51 seasons. Associate Producer is Dorothy Mathews.

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All information in this issue is FOR THE RECORD. It was current as of April-May 1952.  
RATINGS are either NYC PULSE or MULTIMARKET PULSE for MARCH. Frequent Contact Lists  
keep our subscribers up-to-date on production credits.







TELEVISION PLAYHOUSE - from WNBT to 38 NBC sta plus 22 kine(for Philco), and 21 NBC sta plus 17 kine(for Goodyear); Sun 9-10pm; DEBUT OCT 1948; SPON(alt): Philco thru Hutchins, and Goodyear Tire & Rubber Co thru Young & Rubicam; AGCY SUP & COMMLS: Ira Skutch for Hutchins, Ed Duerr for Y&R; PROD: Fred Coe NBC; PKGR: NBC; DIR(alt): Delbert Mann for Philco, Gordon Duff for Goodyear; PROD ASST: Joyce Beeler; CAST: Bill Nichols, Talent Assoc; SCRIPTS: Julian Claman, Talent Assoc, \$500-1000 for adapt of plays, novels, also uses orig; SETS: Tom Jewett; ANCR: Jay Jackson(Philco), John Cameron Swayze & Durward Kirby(Goodyear); PROD: \$25,000; MAR MULTIPULSE: 30.4; NO HIATUS IN '51; HISTORY: Goodyear began alt sponsorship Oct 14, 1951; previous to that show was sponsored weekly by Philco. NO '52 HIATUS.

HALF-HOUR DRAMATIC PROGRAMS - THEATRICAL

ARMSTRONG CIRCLE THEATER - from WNBT to 36 NBC sta plus 11 kine; Tue 9:30-10pm; DEBUT June 6, 1950; SPON: Armstrong Cork & Linoleum thru BBD&O; AGCY SUP-COMMLS: Ira Avery; PROD: Hudson Faussett NBC; DIR(alt): Garry Simpson & Ted Post; CAST: Martin Begley NBC; SCRIPT ED: Ed Roberts BBD&O, orig \$500-750 for scripts dealing with "Americana"; ASST DIR: Jane Parker; SETS: Ed Wittstein; COSTUMES: John Derro; ANCR: Joe Ripley & Kay Campbell; PROD: \$12,500; MAR MULTIPULSE: 26.3; NO HIATUS IN '51 OR '52.

BIG STORY - from WNBT to 18 NBC sta plus 24 kine; Fri 9-9:30pm; DEBUT SEPT 1949; SPON: American Cigar & Cigarette Co(Pall Mall Cigs) thru SSC&B; AGCY SUP-COMMLS: Tom Vietor; PKGR-PROD: Bernard J. Prockter; DIR: Ken Buckridge(replaced Daphne Elliott in Apr '52); FILM DIR: Arthur Rosenblum; MUSIC: Wladimir Selinsky; NARRATOR: Bob Sloane; SETS: Robert Gundlach; CAST: Miss Dallas Brody, Prockter; ANCR: Cy Harrice & Ernest Chappell; PROCKTER STAFF WRITERS: Jack Bentkover, Max Ehrlich, A.S. Ginnes, Ernest Kinoy, Alan Chase; PROD: approx \$12,500; MAR MULTIPULSE: 22.8; TOOK HIATUS '51; dramatizations of authentic experiences of newspapermen on outstanding assignments, for which the reporter cited receives \$500. LAST SHOW 6/27-RETURNS AUG.

CRIME SYNDICATED - from WCBS-TV to 21 CBS sta plus 16 kine; alt Tue 9-9:30pm; DEBUT SEPT 18, 1951; SPON: Schick Electric Razors thru Kudner; AGCY SUP-COMMLS: Eddie Sutherland; FILM COMMLS PROD: Richard Uhl; PROD: Jerry Danzig CBS; DIR: John Peyser; CAST: Mike Mead & Miss Pat Martin for Robert Fryer CBS; SCRIPT ED: Stanley Silverman, on assignment; ANCR: Jim Nolan; SETS: Kim Swados; PROD: approx \$15,000; MAR MULTIPULSE: 15.2; HISTORY: was weekly, becoming alt weekly with City Hospital in Apr '52; program on current trends in national crime features Sen. Herbert R. O'Connor, Rudolph Halley, others...plus dramatizations; NO HIATUS.

DANGER - from WCBS-TV to 21 CBS sta plus 7 kine; Tue 10-10:30pm; DEBUT SEPT 1950; SPON: Block Drugs(Amm-i-dent, Pyclope, Omega Oil, Minipoo Shampoo) thru Cecil & Presbrey; AGCY SUP: Bill Patterson; COMMLS PROD: Herbert Hirschmann CBS; PROD: Charles Russell CBS; DIR: Sidney Lumet CBS; CAST: Georgette Heine & Miss Van Marentis for Robert Fryer CBS; SCRIPT ED: Arthur Heinemann CBS, \$350-450 for orig with suspense theme; MUSIC: Tony Mottola(guitar); ANCR: Richard Stark; SETS: Bob Markell; PROD: approx \$12,500; MAR MULTIPULSE: 19.8; NO HIATUS IN '51 OR '52.

FIRESIDE THEATER - ON FILM - from WNBT to 34 NBC sta plus 23 kine; Tue 9-9:30pm; DEBUT APR 1949; SPON: Procter & Gamble(Ivory Soap, Duz, Crisco) thru Compton; PKGR-PROD-DIR: Frank Wisbar; ASSOC PROD: Sidney Smith, DIR PHOTOG: Benjamin H. Kline; CAST: Ernst Jaeger; PROD ASST: Maurice Vaccarino; SUP EDITOR: Holbrook N. Todd; LIGHTING: Jim Punter; CAMERA OPERATOR & ASST: Al Myers & Vaughn Wilkins; PROD: approx \$20,000; MAR MULTIPULSE: 31.7; SCRIPTS: \$600-1000 for orig & adapts; HISTORY: show is filmed in Hwood at Eagle-Lion studios; dramatic show with general themes plans to use established names for future series; HIATUS IN '51, but sponsor stayed to sponsor an arena "Fireside Theater" from NYC, prod by Albert McCleery. LAST SHOW JUNE 24 - RETURNS IN FALL. "Boss Lady", TV film series, is summer repl



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GRUEN PLAYHOUSE - ON FILM - from WABD to 4 DuM sta; Thu 9-9:30pm; DEBUT SEPT 27, 1951;  
SPON: Gruen Watch Co thru McCann-Erickson; AGCY SUP: Don McClure;  
PKGR: MCA; PROD: Revue Prod'ns, Hwood; DIR'S(alt): Alex Gruenberg, Richard Irving,  
Norman Lloyd, at Revue; dramatic program with general themes; HISTORY: was seen  
originally on ABC, switched to DuM Jan 17, 1952; known as "Gruen Guild Thtr" on ABC.

HALLMARK HALL OF FAME - from WNBT to 31 NBC sta plus 4 kine; Sun 4:30-5pm; DEBUT JAN  
6, 1952; SPON: Hallmark Greeting Cards thru Foote, Cone &  
Belding; AGCY SUP-COMMLS: Duane Bogie; SUP PROD: Douglas Coulter NBC; PKGR: NBC; PROD-  
DIR: Bill Corrigan NBC; PROD ASST: Marylyn Evans; CAST: Martin Begley NBC; SCRIPT ED:  
Douglas Coulter NBC, orig & adapt of classical & modern literature in which show's  
star, Sarah Churchill, is occasionally featured; ASST DIR: Paul Lammers; TECH DIR:  
Bob Hanna; SETS: Jim Russell; COSTUMES: Saul Bolasni; LIGHTING: Jack Fitzpatrick;  
PROD: \$12,500; MAR MULTIPULSE: 7.8; HISTORY: Sarah Churchill, show's hostess, had  
been on interview show sponsored by Hallmark on CBS-TV Sun 5:45-6pm. NO '52 HIATUS.

HOLLYWOOD SCREEN TEST - from WJZ-TV to 12 ABC sta plus 3 kine; Mon 7:30-8pm; DEBUT  
APR 1948; SPON: Ironrite thru Brooke, Smith, French & Dor-  
rance; AGCY SUP: Bill Walker; PKGR-PROD: Lester Lewis; ASSOC PROD: Mort Lewis; DIR:  
Alton Alexander; TECH DIR: Richard Depew ABC; CAST: Lester Lewis & Marie Stroud;  
WRITERS: Alton Alexander & Mort Lewis; HOST: Neil Hamilton; PROD: \$5500; MAR MULTI-  
PULSE: 8.3; 1/2 hr dramas presenting 2 newcomers & 1 star; HIATUS JUNE 23-AUGUST 25.

LUX VIDEO THEATER - from WCBS-TV to 31 CBS sta plus 1 kine; Mon 8-8:30pm; DEBUT OCT  
2, 1950; SPON: Lever Bros(Lux Toilet Soap, Lux Flakes) thru J.  
Walter Thompson; PROD: Calvin Kuhl JWT; DIR(alt): Fielder Cooke & Richard Goode JWT;  
CAST: Harold Loeb JWT; SCRIPT ED: Richard McDonagh JWT, general themes; ANCR: Jay  
Jackson; SETS: William Smith; AGCY SUP: Calvin Kuhl; PROD: \$13,500; MAR MULTIPULSE:  
24.7 HIATUS IN '51....but NO HIATUS '52.

PERSONAL APPEARANCE THEATER - from KECA-TV to ABC sta live & kine; Fri 7:30-8pm(on  
WJZ-TV); SUSTAINING; EXEC PROD: Cecil Barker; PROD-DIR:  
Bob Finkel; CAST: Barker & Finkel; SCRIPT ED: Barker; HISTORY: Before Apr 1 was spon-  
sored by the Security First National Bank; all scripts are free-lance written, with  
the exception of the "Professor" series starring Joseph Schildkraut written by  
Arnold Phillips; dramatic show with general themes features interviews with the stars  
after the performance.

REBOUND - ON FILM - on 3 ABC-TV sta plus 18 other spots; Fri 9-9:30pm; DEBUT FEB 8,  
1952; SPON: Packard Motors thru Maxon; AGCY COMMLS: Murray Roffis; PKGR:  
Bing Crosby Ent; EXEC PROD: Basil Grillo; GEN MGR: Harve Foster; PROD-DIR: Bernard  
Girard; CAMER: Lucien Andriot; ASST DIR: Sam Ruman; SCRIPT ED: Bud Kay; CAST: Marjory  
McKay; FILM ED: Art Seid; ART DIR: Ralph Berger; SOUND: Jack Grubb; PROD: approx  
\$15,000; MAR MULTIPULSE: 7.7; features dramatic scripts(\$500-750) with novel or twist  
ending a la O. Henry. Distrib in SpotTV field by United Television Programs.

SCHLITZ PLAYHOUSE OF STARS - from WCBS-TV to 29 sta plus 34 kine; Fri 9-9:30pm; DEBUT  
OCT 5, 1951; SPON: Schlitz Beer thru Young & Rubicam;  
AGCY SUP: Felix Jackson; AGCY COMMLS: Henry Hartwick; PROD-DIR(alt): Frank Telford,  
Joe Scibetta, William H. Brown Jr, at Y&R; ASSOC PROD: Robert Buchanan; CAST: Jane  
Lindon Y&R; SCRIPT ED: Florence Britton Y&R, general themes, uses orig & adapts;  
MUSIC DIR: Ben Ludlow Jr; SETS: Al Ostrander; ANCR: Durward Kirby; last live show  
from NYC is May 23 after which it goes on film from Hwood; NYC shows have starred  
Margaret Sullavan, Walter Hampden, Wendell Corey, Helen Hayes, Rosalind Russell,  
Ronald Reagan, Diana Lynn, Lillian Gish; PROD: \$20,000; MAR MULTIPULSE: 26.6; NEW  
FILMED SERIES DEBUTS MAY 30 with Irene Dunne as hostess; stars signed include Teresa  
Wright, Dan Duryea, Leif Ericson, Jane Wyatt, Richard Haydn, Boris Karloff, Barbara  
Britton; PROD: Edward Lewis; PROD MGR: William Stevens; FILM ED: Eddie Mann; CAMERA:  
Henry Froelich; ART DIR: Danny Hall; CAST: Billie Greene, Lewis Prods, Mot Pict Center  
WRITER: Luther Davis. NO '52 HIATUS.







SUSPENSE - from WCBS-TV to 23 sta plus 8 kine; Tue 9:30-10pm; DEBUT MAR 1949; SPON: Electric Auto-Lite thru Cecil & Presbrey; AGCY COMMLS: John Donnelly; PROD-DIR: Robert Stevens; CAST: Georgette Heine & Miss Van Marentis for Robert Fryer CBS; SCRIPT ED: Arthur Heinemann CBS, approx \$500-750 for orig's & adapts with sympathetic character in danger; MUSIC: Henry Sylvern; SETS: Dick Bernstein; ANCR: Rex Marshall; MAR MULTIPULSE: 20.6; NO HIATUS IN '51 OR '52. PRODN: approx \$10,000.

TALES OF TOMORROW - from WJZ-TV to 10 ABC sta plus 7 kine(Masland) & 9 kine(Kreisler); Fri 9:30-10pm; SPON(alt): Jacques Kreisler(Watchbands and Men's Jewelry) thru Hirshon-Garfield, and Masland Carpets thru Anderson & Cairns; AGCY COMMLS: Bob Lewine(Kreisler), Victor Seydel(A&C); PKGR: George F. Foley; PROD: Mort Abrahams; DIR: Don Medford; CAST: Jim Lister at Foley; SCRIPT ED: Abrahams & Foley; SETS: Jim Tritipo; MUSIC: Gene Lines; ANCR: Allyn Edwards(Masland), Bob Williams (Kreisler); science fiction drama uses name actors in scripts written on assignment (\$350-500 orig's & adapts); PROD: \$7500; MAR MULTIPULSE: 6.2 former TOT directors were Charles Dubin, Len Valenta, Leslie Gorall, Frank Schaffner. NO '52 HIATUS.

TEATRO TELEVISIONE - on WOR-TV only; Sun 2-2:30pm(cancelled on baseball days); DEBUT JAN 5, 1952; SPON: La Rosa & Son(Macaroni products) thru Andre Luotto; AGCY SUP-PKGR-PROD-SCRIPT ED: Andre Luotto; DIR: John Mantelli WOR; CAST: Gene Luotto at Andre Luotto; ANCR: Eduardo Vergara; Italian language drama features Italian speaking actors in scripts with general themes; MAR NYC TELEPULSE: 2.0.

TRAPPED - on WOR-TV only; Sat 7-7:30pm; DEBUT SEPT 1950; SPON: various participations; PROD-DIR: Harvey Marlowe WOR; CAST: John Mantley WOR; WRITER: Frank Wayne; NO HIATUS IN '51; mystery drama with supernatural overtones featured John Carradine as narrator in '51; MAR NYC TELEPULSE: 5.5. NO '52 HIATUS.

THE UNEXPECTED - ON FILM - on WNBT and 43 other spots; on WNBT Wed 10:30-11pm; DEBUT MAR 5, 1952; SPON(NY ONLY): Liebman Breweries(Rheingold Beer) thru Foote, Cone & Belding; AGCY SUP: Roger Pryor; PKGR-PROD: Ziv TV Programs; DIR(alt): Eddie Davis, Sobey Martin, George M. Cahan; ASST DIR: Ed Stein; CAMERA: Curt Fetters; WRITERS: Lawrence & Lee; FILM EDITORS: Martin G. Cohn, Jack Woelz Burr; SOUND: Garv Harris; Narrator Herbert Marshall's portion of program filmed by Roach Studios for Rheingold; PROD: \$15,000; MAR MULTIPULSE: 10.4; mood dramas accent O. Henry endings, feature name players. Syndicated by Ziv Prods in the Spot TV field.

THE WEB - from WCBS-TV to 25 CBS sta plus 9 kine; Wed 9:30-10pm; DEBUT JULY 11, 1950; SPON: P. Lorillard & Co(Embassy Cigs) thru Geyer, Newell & Ganger; PKGR: Goodson-Todman; PROD: Franklin Heller CBS; DIR(alt): Herbert Hirschmann & Lela Swift CBS; CAST: Georgette Heine & Miss Van Marentis for Robert Fryer CBS; SCRIPT ED: Vincent McConnor, Goodson-Todman, approx \$350 for adapts of top mystery stories; SETS: Leo Kerz; MUSIC: Lew White(organ); AGCY SUP-COMMLS: George Zachary; NARRATOR-COMMLS ANCR: Jonathan Blake; PROD: \$12,000; MAR MULTIPULSE: 21.7. NO HIATUS IN '51; Lela Swift replaced Dan Levin, Vincent McConnor replaced Jack Turner. HIATUS 7/2 - Fall.

YOUR PRIZE STORY - from WNBT to 15 NBC sta plus 10 kine; Wed 10-10:30pm; DEBUT APR 2, 1952; SPON: Hazel Bishop Lipstick thru Raymond Spector; AGCY SUP: Joel Spector; AGCY COMMLS: Raymond Spector; PROD-DIR: Albert McCleery NBC; CAST: Martin Begley NBC; SCRIPT ED: Ethel Frank NBC, on assignment, \$350-500 adapts of true stories(true romances, etc); SETS: Elmer Tag; ANCR: Wayne Howell. LAST SHOW MAY 27.

#### DRAMATIC ADVENTURE - CENTRAL CHARACTER

ADVENTURES OF ELLERY QUEEN - from WJZ-TV to 5 ABC sta plus 6 kine; Wed 9-9:30pm; DEBUT OCT 1950; SPON: Bayuk Cigars(Phillies) thru Ellington; AGCY SUP: Hal James; PKGR-PROD: Norman & Irving Pincus; DIR: Donald Richardson at Pincus; CAST: N&I Pincus; SCRIPT ED: Eugene Burr, on assignment adapts of Ellery Queen stories; COMMLS: Chet Kuleza; SETS: John Robert Lloyd; ANCR: Jack Gregson; PROD: \$7500; MAR MULTIPULSE: 10.9; Lee Bowman, Florenz Ames as Ellery & Inspec- (Cont'd next pg)







ELLERY QUEEN(Cont'd) - tor Queen; HIATUS IN '51; HISTORY: 1st debuted on DuM Oct '50, spons by Kaiser-Frazer thru Weintraub; switched to ABC-TV Dec 16, 1951 for same sponsor, then dropped Mar 9, 1952; returned to ABC-TV Apr 16, 1952 for Bayuk; NO '52 HIATUS.

BIG TOWN - ON FILM - from WCBS-TV to 25 sta plus 6 other spots; Thu 9:30-10pm; DEBUT (live) OCT 1950, DEBUT(film) APR 4, 1952; SPON: Lever Bros(Rinso, Spry) thru Ruthrauff & Ryan; AGCY COMMLS: Marshall Grant, N Mathows; PKG-PROD: Jack Gross & Phil Krasne, Gross-Krasne Inc, Hwood; DIR(alt): Charles Haas & EA Dupont, GK; CAST: Ralph Acton, GK; CAMERA: John Boyle; FILM SUP: Sherman Rose; ART DIR: Frank Durlauf; ASST DIR: Louis Germonprez; SCRIPTS: freelance, approx \$500; PROD: \$21,000; MAR MULTIPULSE: 22.8; NO HIATUS IN '51; Pat McVey as reporter 'Steve Wilson', Jane Nigh as 'Lorelei'; HISTORY: until Apr 1952 'live' Big Town was prod by Charles Robinson at CBS, dir by Dave Rich; 1st 'Lorelei' was Mary K. Wells, succeeded by Julie Stevens.

CASEY, CRIME PHOTOGRAPHER - from WCBS-TV to 18 CBS sta plus 30 kine; Thu 10:30-11pm; DEBUT APR 1951; SPON(alt): Carter Prods(Arrid) thru SSC&B and Toni div of Gillette Safety Razor(Toni Cream Rinse) thru Tatham-Laird(Chicago); AGCY SUP(SSC&B): H. Lawrence Holcomb & Richard Uhl; PROD: Martin Manulis CBS; DIR: Curt Conway CBS; CAST: Mike Mead & Miss Pat Martin for Robert Fryer CBS; SCRIPT ED: Arthur Heinemann, CBS, on assignment, orig \$500 featuring central character of Casey; MUSIC: Eugene Cines; COMMLS PROD: Curt Conway CBS; SETS: Larry Eggleton; ANCR: Stuart Metz; Darren McGavin as 'Casey', Archie Smith as reporter 'Frank Lipman', Robert P. Lieb as 'Fulton'; PROD: \$11,500; FEB MULTIPULSE: 15.7; NO HIATUS IN '51; HISTORY: Richard Carlyle was original 'Casey', John Gibson was 'Ethelbert' character no longer in script; Sidney Lumet replaced by Curt Conway. LAST SHOW - June 12, returns in Fall.

CITY HOSPITAL - from WCBS-TV to 21 CBS sta plus 16 kine; alt Tue 9-9:30pm; DEBUT NOV 3, 1951; SPON: Carter Prods(Carter's Pills & Nair) thru Ted Bates, and (Arrid & Rise) thru SSC&B; AGCY SUP-COMMLS PROD: Walter Selden SSC&B; PROD-CAST: Walter Selden; DIR: Curt Conway SSC&B; WRITERS: Julian Funt & Robert Newman; MUSIC DIR: Percy Scitlan; SETS: Kim Swados; ANCR: Don Hancock; hospital drama features Melville Ruick as 'Dr. Crane'; HISTORY: was on ABC-TV alt Sat 12:30-1pm; debut on CBS Mar 25 as alt with Crime Syndicated. NO '52 HIATUS.

THE CASES OF EDDIE DRAKE - ON FILM - on WABD & other spots; Thu 9:30-10pm; SPON(NY): Crawford Clothes thru Al Paul Lefton; AGCY SUP: Nat B. Eisenberg; DISTRIB: CBS Film Syndications; PKGR-PROD: Herbert L. Strock & Harlan Thompson, IMPPRO, Hwood; DIR: Paul Garrison; WRITER: Jason James; PROD: \$10,000; MAR NYC TELEPULSE: 4.5; features Don Haggerty as 'Eddie Drake', Patricia Morison as 'Dr. Karen Gayle'(in 1st 9 of series), Theodore Von Eltz as 'Lt. Walsh'. DEBUT MAR 6, '52.

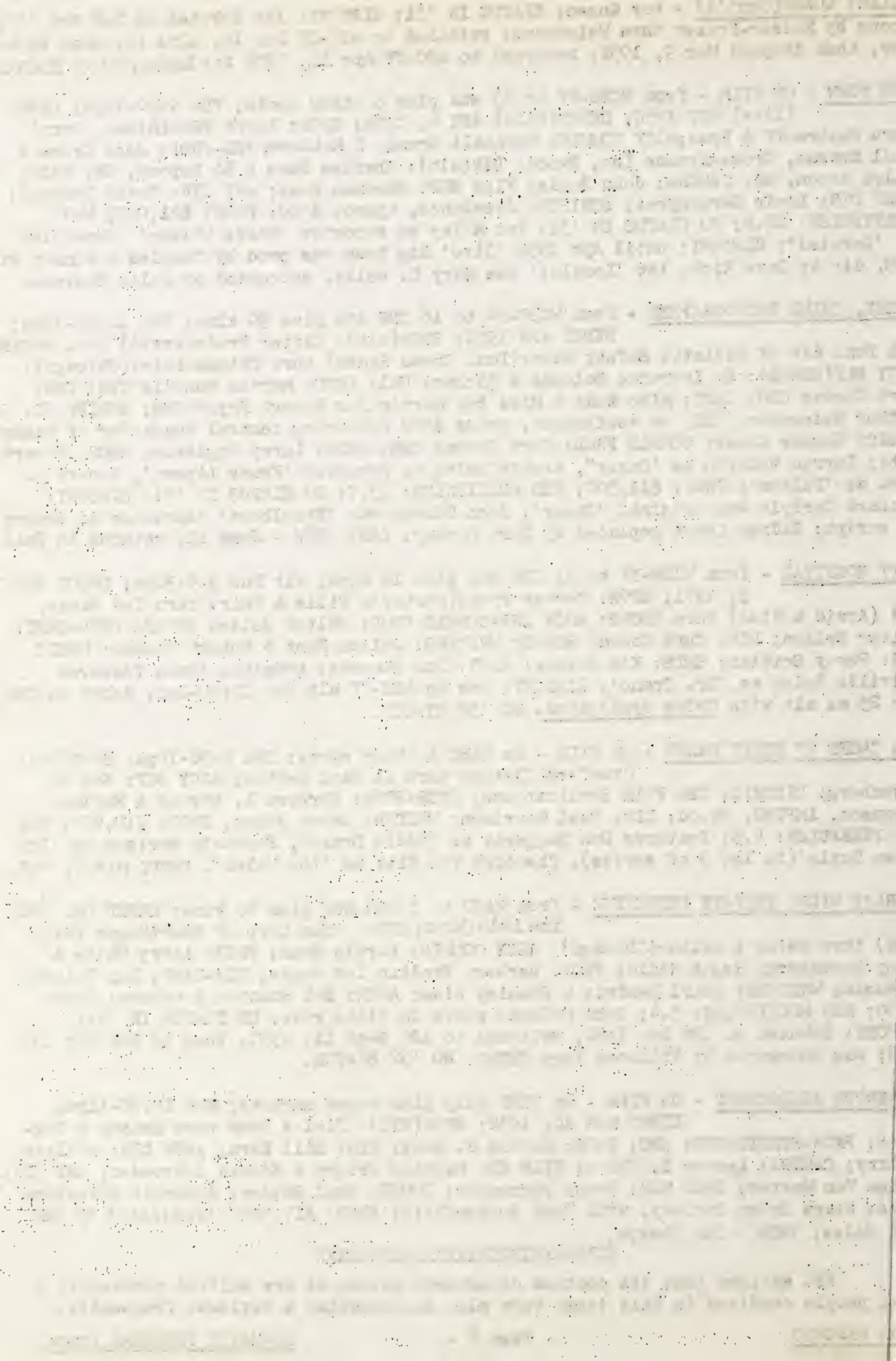
CHARLIE WILD, PRIVATE DETECTIVE - from WABD to 8 DuM sta plus 26 kine; DEBUT DEC '50; Thu 10-10:30pm; SPON: Wine Corp of Amer(Mogen David Wine) thru Weiss & Geller(Chicago); AGCY COMMLS: Marvin Mann; PKGR: Larry White & Manny Rosenberg, Regis Radio; PROD: Herbert Brodtkin for Regis; DIR-CAST: Len Valenta at Regis; WRITERS: Shirl Hendrix & Stanley Niss; ANCR: Bob Stanton & others; PROD: \$7500; MAR MULTIPULSE: 5.4; John McQuade stars in title role; NO HIATUS IN '51; HISTORY: debuted on CBS Dec 1950, switched to ABC Sept 11, 1951, then to DuM Mar 13, 1952; was sponsored by Wildroot thru BBD&O. NO '52 HIATUS.

DANGEROUS ASSIGNMENT - ON FILM - on WNBT only plus other markets; Mon 10:30-11pm; DEBUT MAR 10, 1952; SPON(NYC): Piel's Beer thru Kenyon & Eckhardt; PKGR-SYNDICATOR: NBC; PROD: Harold E. Knox; DIR: Bill Karn; ASST DIR: William McGarry; CAMERA: Lester H. White; FILM ED: Maurice Wright & Edward Schroeder; ART DIR: George Van Marter; PROD MGR: Frank Parmenter; SOUND: Earl Snyder; dramatic adventure series stars Brian Donlevy, with Herb Butterfield; PROD: \$17,500; Syndicated by NBC Film Sales; PKGR - Don Sharpe.

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NBC advises that its costume department personnel are shifted constantly & that people credited in this issue were also supplemented & replaced frequently.







DICK TRACY - ON FILM - on WABD only; Fri 7:30-8pm; DEBUT DEC 7, 1951; SPON: Block Drugs(Amm-i-dent & Pyclope) thru Cecil & Presbrey; AGCY SUP-COMMLS: Bill Patterson; PKGR: Snader Prod'ns; PROD: P.K. Palmer; DIR: Jim Saunders; adapt of cartoon strip with Ralph Byrd as 'Tracy'; MAR NYC TELEPULSE: 9.2

DRAGNET - ON FILM - from WNBT to 25 NBC sta plus 10 kine; alt Thu 9-9:30pm; DEBUT JAN 3, 1952; SPON: Liggett & Myers(Fatima Cigs) thru Cunningham & Walsh; AGCY SUP: Jack Tarleton & Bob Rogers; PKGR: Jack Webb; PROD: Homer Canfield; DIR: Frederick Gately; FILM ED-ASSOC PROD: Herbert L. Strock; ASST DIR: Marty Moss; PROD: \$20,000; series based on documents from files of Los Angeles Police Dept, with Jack Webb as 'Joe Friday' and Barney Phillips as 'Ed Jacobs'.

FOREIGN INTRIGUE - ON FILM - on WNBT & 11 NBC sta for Ballantine Beer, plus 20 other spots; on WNBT Thu 10:30-11pm; DEBUT OCT 4, 1951; SPON(NY & other 11 sta mentioned above): Ballantine Beer thru J. Walter Thompson; AGCY SUP-COMMLS: Howard Reilly; PKGR: A.B. Lopert; PROD-DIR: Sheldon Reynolds; CAMERA & SPECIAL EFFECTS: Bertil Palmgren; SCRIPT ED: James O'Neil at Wm Morris, on assignment, featuring Jerome Thor & Sydna Scott in 'foreign intrigue'; MUSIC: Eric Bauman & others. Filmed in Sweden & Europe. Syndicated by JWT in the Spot TV markets. MAR 10.9

FRONT PAGE DETECTIVE - ON FILM - on WABD & 2 DuM sta; Fri 9:30-10pm; DEBUT MAR 16, 1951; SPON(NY): Rayco Mfg Co(Auto Seat Covers & Cushions) thru Robert B. Grady Co; PKGR-PROD: Jerry Fairbanks; PROD SUP: Raoul Pagel; DISTRIBUTOR: Consolidated TV Sales; DIR(alt): Derwin Abbe & Arnold Wester; ASST DIR: Joe Boyle; CAST: Ken Dyson; CAMERA: Kenneth Peach; SOUND: Lawrence Aicholtz; MUSIC: Edward Paul; FILM ED SUP: Richard Fritch; FILM ED: John C. Fuller; ART DIR: Theodore Holsopple; SCRIPT ED: Lou Lilly; SCRIPTS: Irvin Ashkenazy, William Woolff, others; detective series with Edmund Lowe in title role; PROD: \$10,000; MAR MULTIPULSE: 9.4; NO HIATUS IN '51 OR '52.

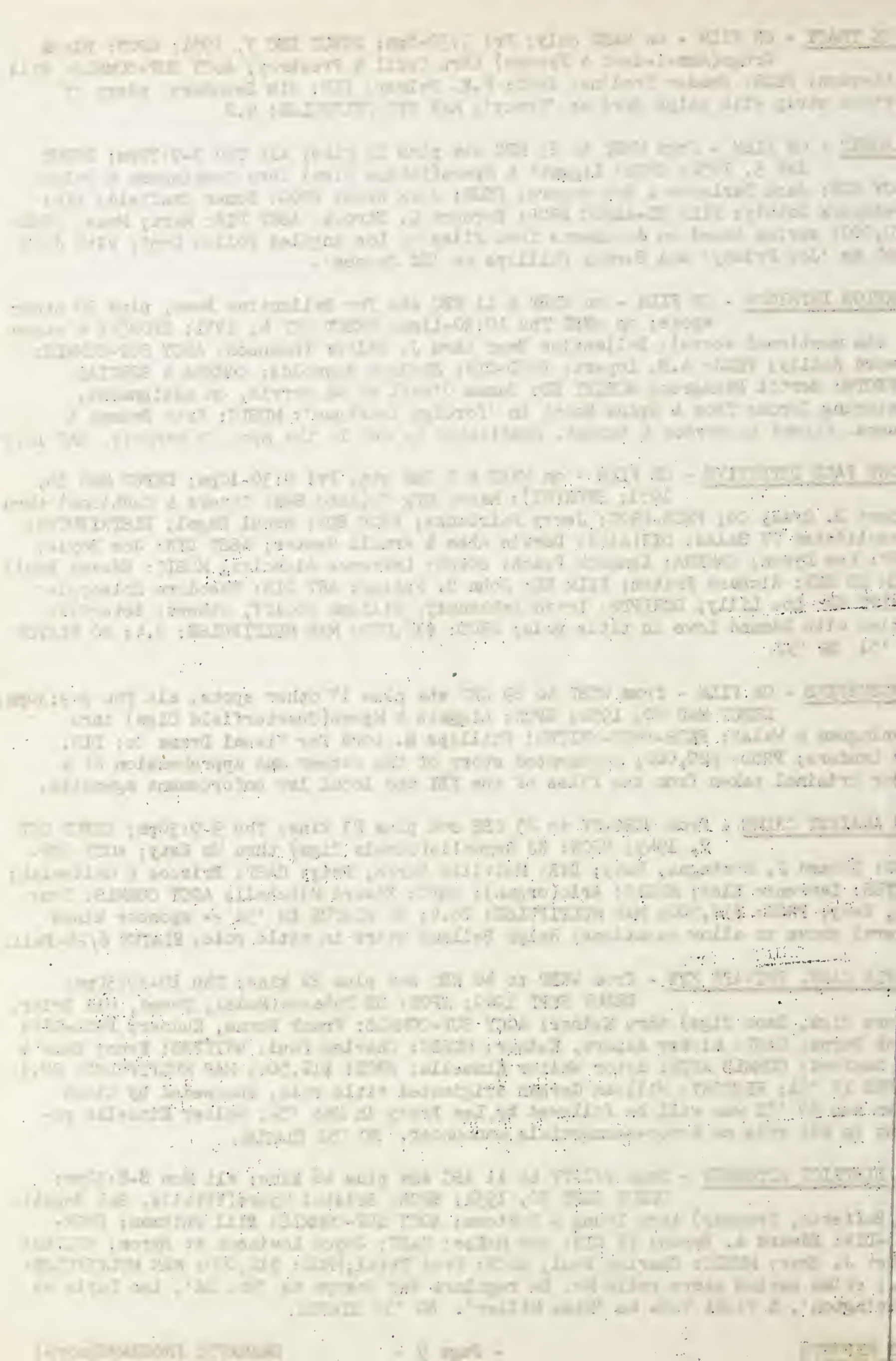
GANGBUSTERS - ON FILM - from WNBT to 29 NBC sta plus 17 other spots; alt Thu 9-9:30pm; DEBUT MAR 20, 1952; SPON: Liggett & Myers(Chesterfield Cigs) thru Cunningham & Walsh; PKGR-PROD-WRITER: Phillips H. Lord for Visual Drama Co; DIR: Lew Landers; PROD: \$20,000; documented story of the career and apprehension of a major criminal taken from the files of the FBI and local law enforcement agencies.

MAN AGAINST CRIME - from WCBS-TV to 25 CBS sta plus 27 kine; Thu 9-9:30pm; DEBUT OCT 7, 1949; SPON: RJ Reynolds(Camels Cigs) thru Wm Esty; AGCY SUP-PROD: Edward J. Montagne, Esty; DIR: Melville Burke, Esty; CAST: Briscoe & Goldsmith; WRITER: Lawrence Klee; MUSIC: Arlo(organ); SETS: Edward Mitchell; AGCY COMMLS: Tony Pan, Esty; PROD: \$12,500; MAR MULTIPULSE: 28.4; NO HIATUS IN '51 -- sponsor kined several shows to allow vacations; Ralph Bellamy stars in title role. HIATUS 6/26-Fall.

MARTIN KANE, PRIVATE EYE - from WNBT to 40 NBC sta plus 22 kine; Thu 10-10:30pm; DEBUT SEPT 1949; SPON: US Tobacco(Model, Tweed, Old Briar, Encore Cigs, Sano Cigs) thru Kudner; AGCY SUP-COMMLS: Frank Burns, Kudner; PROD-DIR: Frank Burns; CAST: Mickey Alpert, Kudner; MUSIC: Charles Paul; WRITERS: Kenny Kane & Don Sanford; COMMLS ANCR: actor Walter Kinsella; PROD: \$12,500; MAR MULTIPULSE: 20.3; HIATUS IN '51; HISTORY: William Gargan originated title role, succeeded by Lloyd Nolan Aug 30 '51 who will be followed by Lee Tracy in May '52; Walter Kinsella remains in his role as actor-commercials announcer. NO '52 HIATUS.

MR. DISTRICT ATTORNEY - from WJZ-TV to 11 ABC sta plus 48 kine; alt Mon 8-8:30pm; DEBUT SEPT 30, 1951; SPON: Bristol Myers(Vitalis, Sal Hepatica, Bufferin, Trushay) thru Young & Rubicam; AGCY SUP-COMMLS: Bill Whitman; PKGR-PROD-DIR: Edward A. Byron; TV DIR: Wes McKee; CAST: Joyce Lowinson at Byron; WRITER: Robert J. Shaw; MUSIC: Charles Paul; ANCR: Fred Uttal; PROD: \$12,000; MAR MULTIPULSE: 10.5; crime series stars radio Mr. DA regulars Jay Jostyn as 'Mr. DA', Len Doyle as 'Harrington', & Vicki Vola as 'Miss Miller'. NO '52 HIATUS.







MYSTERY THEATER - ON FILM - from WJZ-TV to 7 ABC sta plus 9 spots; Wed 9:30-10pm;  
DEBUT OCT 5, 1951; SPON: Sterling Drug(Bayer Aspirin, Molle Shave  
Cream, Phillips' Milk of Magnesia Toothpaste, Milk of Magnesia) thru Dancer-Fitz-  
gerald-Sample; PKGR: Roland Reed Prod'ns; FILM PROD: J. Donald Wilson; DIR: Eugene  
Ford, Howard Bretherton, others; ASST DIR: Dick Moder; PROD MGR: Dick L'Estrange;  
CAST: Winifred Shank; CAMERA: Walter Streng; SOUND: Charles Althouse; SUP FILM ED:  
Roy Luby; FILM ED: Bert Jordan; PROD: \$12,500; MAR MULTIPULSE: 9.7; suspense drama  
series stars Tom Conway & James Burke. NO '52 HIATUS.

NOT FOR PUBLICATION - from WABD to the DuM net; Tue 10-10:30pm; DEBUT APR 24, 1951;  
SUSTAINING; PROD: Charles Parsons DuM; DIR: Barry Shear DuM;  
CAST: Elizabeth Mears DuM; SCRIPT ED: Charles Mann DuM, \$250 up for orig with  
general themes featuring running part of newsman played by Jerome Cowan; PROD:\$3500;  
MAR MULTIPULSE: 6.9; Jerome Cowan stars as 'Reporter Collins', with Jon Silo as  
'Luchek of Pad & Pencil Cafe'; HISTORY: formerly seen as twice weekly 15-minute  
drama with William Adler as 'Reporter Collins'; became half-hour show Mar'52; OFF 5/27

THE PLAINCLOTHESMAN - from WABD to 9 DuM sta plus 6 kine; Sun 9:30-10pm; DEBUT OCT  
1949; SPON: Larus Bros(Holiday Cigs, Edgeworth Tobacco) thru  
Warwick & Legler; AGCY SUP: Bob Steen, Joe Gratz, Bill Warwick; PKGR: Transamerican;  
PROD: John L. Clark, Trans; DIR: William Marceau, DuM; CAST: Clark & Marceau;  
SCRIPTS: Gil Brown; ANCR: Dick Noel; AGCY COMMLS: Bob Steen; PROD: \$6000; MAR MULTI-  
PULSE: 9.2; Ken Lynch stars in title role, with Jack Orrison as 'Sgt Brady' & Helen  
Gillette as 'Annie the waitress'; HIATUS IN '51; HISTORY: was sponsored by Consoli-  
dated Cigar Co thru Erwin, Wasey until May '51; after hiatus of 4 weeks show was  
picked up June 24 by Larus Brothers. NO '52 HIATUS.

POLICE STORY - from WCBS-TV to 13 CBS sta plus 14 kine; Fri 10-10:30pm; DEBUT APR 4,  
1952; SPON: Pearson Pharmacal(Ennds, Eye-Gene) thru Harry B. Cohen;  
AGCY SUP-COMMLS: Jose Di Donato; PKGR: Bernard J. Prockter; PROD: Jerome Robinson,  
Prockter; DIR(alt): David Rich & John Peyser for Prockter; WRITERS: Max Ehrlich, Jack  
Bentkover; EDITOR: Robert Sloane; SETS: Trio Design Affiliates; ANCR: Carl Caruso;  
NARRATOR: Norman Rose; PROD: \$12,500; true & authentic crime cases culled from files  
of law enforcement agencies in US & abroad. NO '52 HIATUS.

RACKET SQUAD - ON FILM - from WCBS-TV to 18 CBS sta plus 32 spots; Thu 10-10:30pm;  
SPON: Philip Morris thru Biow; PKGR: Showcase Prod'ns, Hwood; PROD:  
Hal Roach Jr & Carrol Case; PROD MGR: EH Goldstein; DIR: George Blair; ASST DIR:  
Bill Forsythe; CAST: Ruth Burch; WRITER: Richard Moder; CAMERA: Mack Stengler; FILM  
ED: Charles Craft; SOUND: Charles Althouse; PROD: \$12,500; MAR MULTIPULSE: 22.0;  
Reed Hadley stars in crime series based on authentic cases. DEBUT JUNE'51; NO'52 HIAT

ROCKY KING, DETECTIVE - from WABD to 27 DuM sta; Sun 9-9:30pm; DEBUT JAN 4, 1950;  
SPON: American Chicle(Clorets Chlorophyll Gum) thru Dancer-  
Fitzgerald-Sample; AGCY SUP: Dick Bradshaw; PKGR-PROD-SCRIPT ED: Jerry Layton;  
SCRIPTS: on assignment; DIR-COMMLS PROD: H. Wesley Kenney DuM; CAST: Elizabeth Mears  
DuM; PROD: \$6000; MAR MULTIPULSE: 6.7; NO HIATUS IN '51; Roscoe Karns in title role,  
with Earl Hammond as 'Sgt Lane', and Grace Carney as 'Mrs. King'; HISTORY: show was  
sustaining until April 1951 when Emerson Drugs(Bromo-Seltzer) thru BBD&O picked up;  
American Chicle took over sponsorship Fall 1951. NO '52 HIATUS.

TREASURY MEN IN ACTION - from WNBT to 15 NBC sta plus 10 kine; Thu 8:30-9pm; DEBUT  
SEPT 1950; SPON: Borden's Instant Coffee thru Doherty,  
Clifford & Shenfield; AGCY SUP-COMMLS: Rodney Albright; PKGR: Bernard J. Prockter;  
PROD: Everett Rosenthal for Prockter; DIR: Dan Petrie; CAST: Miss Dallas Brody,  
Prockter; PROCKTER STAFF WRITERS: A.S.Ginnes, Max Ehrlich, Jack Bentkover, Alan Chase,  
Ernest Kinoy; ANCR: Todd Russell; PROD: \$12,500; MAR MULTIPULSE: 22.8; Walter  
Greaza stars as 'Treasury Chief'; MUSIC DIR: Jacques Press; HISTORY: Debuted Sept'50  
on ABC-TV for Chrysler; dropped in Jan '51 & picked up by Borden's via NBC-TV in  
Apr '51; David Pressman & Jerome Robinson were 1st dir. & cast. dir; NO HIATUS IN '51  
HIATUS JUNE 26-OCT'52.

ROSS REPORTS







SITUATION COMEDY

ACTORS HOTEL, CARLO CELLINI, PROP. - on WJZ-TV only; Tue 10:30-11pm; DEBUT SEPT 25, 1951; SPON: Ronzoni Mazaroni thru Emil Mogul; AGCY SUP-COMMLS: Rino Negri & Marvin Schlaffer; PKGR: Prod'ns For TV; PROD: Carlo de Angelo for Prods For TV; DIR: Paul Burggraf; WRITERS: Flora Frank & John Fleming; CAST: Carlo de Angelo; SETS: Frederick Stover; NYC TELEPULSE: 4.2; Italian-American comedy stars William Edmunds in title role, with Ada Ruggieri, Anita Vancore and Aristides Sigismundi plus occasional guest actors. LAST SHOW MAY 13.

THE ALDRICH FAMILY - from WNBT to 27 NBC plus 8 kine; Fri 9:30-10pm; DEBUT OCT 1949; SPON: Campbell Soups thru Ward Wheelock; AGCY SUP: Robert Stewart & Charles Keilus; PROD-DIR-CAST: Lester Vail at Wm Morris; SCRIPT ED: Clifford Goldsmith(Aldrich originator); ANCR: Ralph Paul; adolescent comedy features Kenneth Nelson as 'Henry', with House Jameson, Barbara Robbins, Mary Malone, Robert Barry, Peter Griffith & Ann Hillary; PROD: \$20,000; MAR MULTIPULSE: 17.3; HIATUS IN '51; HISTORY: originally sponsored by Gen Foods(Jell-O) thru Y&R, picked up by Campbell after hiatus; 1st 'Henry' was Richard Tyler, succeeded by Henry Girrard; Kenneth Nelson took over Mar 7, '52; Lois Wilson & Jackie Kelk also appeared; LAST SHOW May 30.

AMOS 'N' ANDY - ON FILM - from WCBS-TV to 14 CBS sta plus 25 others; Thu 8:30-9pm; DEBUT JUNE 28, 1951; SPON: Blatz Beer thru Wm Weintraub; SUP PROD: Freeman Gosden & Charles Correll; ASSOC PROD: James Fonda; PKG'D & FILMED BY Hal Roach Jr; DIR: Charles Barton; UNIT MGR: John Morse; ASST DIR: Emmett Emerson; FILM ED: Daniel Nathan; SETS: McClure Capps; COSTUMES: Harry Black; PROD: \$40,000; MAR MULTIPULSE: 22.9; Tim Moore as 'Kingfish', Spencer Williams as 'Andy'; Alvin Childress as 'Amos'; HISTORY: was pkg'd by CBS-TV & filmed at Hal Roach Studios who have since taken over the show. NO HIATUS '52.

BEULAH - ON FILM - from WJZ-TV to 8 ABC sta plus 24 other spots; Tue 7:30-8pm; DEBUT OCT 1950; SPON: Procter & Gamble(Dreft, Oxydol) thru Dancer-Fitzgerald-Sample; PKGR: Roland Reed Prod'ns; PROD: Tom McKnight; ASSOC PROD: Guy V. Thayer Jr; DIR: Abby Berlin; CAST: Winifred Shank; PROD MGR: Dick L'Estrange; SOUND: Charles Althouse; CAMERA: Walter Streng; ASST DIR: Dick Moder; SUP FILM ED: Roy Luby; PROD: \$13,000; MAR MULTIPULSE: 13.9; Louise Beavers as 'Beulah', David Bruce as 'Harry Henderson', Jane Frazee as 'Alice Henderson', Stuffy Singer as 'Danny Henderson', Ernie Whitman as 'Bill', Ruby Danardige as 'Oriole'; HISTORY: originally produced by Pictorial Prods, Dir by Jean Yarbrough, written by Harry Clark & James Hill; original cast included Ethel Waters, Butterfly McQueen, Bud Harris, William Post Jr, Ginger Jones and Clifford Sales. NO HIATUS '52.

BOB AND RAY - from WNBT to 11 NBC sta; Tu & Th 7:15-7:30pm; SUSTAINING; PROD SUP: Pete Barnum; PROD-DIR: Coby Ruskin; PROD ASST: Rose S. Evanella; MUSIC: Paul Taubman(organ); WRITERS: Bob Elliott, Ray Goulding, Tom Webster; ANCR: Bob Denton; SETS: William Riva; MAR MULTIPULSE: 6.2; Bob Elliott & Ray Goulding with Audrey Meadows in comedy-satire program; DEBUT: NOV 26, 1951; HISTORY: was on 5 times weekly until week of Feb 4 when "The Goldbergs" debuted. DEPARTED MAY 1.

BURNS AND ALLEN - from KNXT H'wood to 14 CBS sta plus 43 kine; alt Thu 8-8:30pm; DEBUT OCT 1950; SPON: Carnation Milk thru Erwin Wasey; AGCY SUP: Robert Redd, E-W H'wood; PROD-DIR: Ralph Levy; WRITERS: Paul Henning, Sid Dorfman, Harvey Helm, William Burns; MUSIC: Leith Stevens; ANCR: Harry Von Zell; PROD: \$20,000; HIATUS IN '51; stars George Burns & Gracie Allen, with Harry Von Zell, Bea Benadaret, Fred Clark, Hal March; HISTORY: After hiatus returns as weekly show in Fall, with BF Goodrich thru BBD&O alternating sponsorship with Carnation Milk.

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CLAUDIA - from WCBS-TV to 21 CBS sta plus 9 kine; Mon 9:30-10pm; DEBUT JAN 6, 1952;  
SPON: General Foods(Swansdown Cake Mixes) thru Y&R, (Instant Maxwell House)  
thru Benton & Bowles; AGCY COMMLS: Ruth Aickman(Y&R), Doug Burch(B&B); PKGR-PROD:  
Carol Irwin; DIR: William Brown Meloney; CAST: Doris Quinlan at Irwin; SCRIPT ED:  
Dougherty Brown; SETS: Jac Venza; ANCR: Hugh Conover(Instant Maxwell House), Bill  
Malone(Swansdown); PROD: \$13,500; MAR MULTIPULSE: 14.8; family comedy with Joan  
McCracken as 'Claudia', Hugh Reilly as 'David', Margaret Wycherly as 'Mrs. Brown',  
Lilia Skala as 'Bertha'; HISTORY: Debuted on NBC Sundays 6:30-7pm, changed to CBS  
Mar 31; Faith Brooke & John Cecil Holm also appeared. SPONSOR DROPS SHOW on JUNE 30.

THE GOLDBERGS - from WNBT to 14 NBC sta plus 8 kine; M-W-F 7:15-7:30pm; DEBUT JAN  
1949; SPON: Mon---Vitamin Corp of Amer(Rybutol) thru Duane Jones,  
Wed---Ekco Products thru Earle Ludgin, Fri---Necchi Sewing Machines thru Doyle Dane &  
Bernbach; PKGR: Ted Ashley for Gertrude Berg; PROD-DIR: Walter Hart; CAST: Fanny  
Merrill at NBC Paramount Caterers 138 W 43; WRITER: Gertrude Berg; SCRIPT ED: Michael  
Morris; SETS: Otis Riggs; MAR MULTIPULSE: 15.3; HIATUS IN '51; Gertrude Berg as  
'Molly', Harold Stone as 'Jake', Eli Mintz as 'Uncle David', Arlene McQuade as  
'Rosalie', Larry Robinson as 'Sammy'; others who appear occasionally include Margaret  
Neff, Frederick Meyer, Nellie Cassman, Sam Bonnell, Henry Sharp, Dora Weissman, Nomi  
Mitty & Betty Walker; HISTORY: General Foods(Sanka) thru Y&R sponsored when show  
was on CBS; dropped June 18, '51, and returned on NBC Feb 4, '52; was half-hour once  
weekly when on CBS; original 'Jake' was Philip Loeb. HIATUS July 4 - Fall.

I LOVE LUCY - ON FILM - from WCBS-TV to 26 CBS sta plus 36 other spots; Mon 9-9:30pm;  
DEBUT OCT 15, 1951; SPON: Philip Morris thru Biow; AGCY SUP: Eddie  
Feldman; PKGR: Desilu Prods; PROD: Jess Oppenheimer; DIR: Marc Daniels'til May; WRTRS-  
Jess Oppenheimer, Madelyn Pugh, Bob Carroll; MUSIC: Wilbur Hatch conducts Desi  
Arnez orch; PROD: \$25,000; MAR MULTIPULSE: 36.8; Lucille Ball & Desi Arnaz in domes-  
tic comedy, with Vivian Vance & William Frawley; William Asher now directs; HIATUS 6/9

JACK BENNY SHOW - from KNXT to 37 CBS sta plus 15 kine; 6 Sun per year 7:30-8pm;  
DEBUT OCT 1950; SPON: Amer Tobacco(Lucky Strike) thru BBD&O; AGCY  
SUP: Kneeland Moore; PROD: Hilliard Marks BBD&O and Ralph Levy CBS H'wood; DIR: Ralph  
Levy; WRITERS: Sam Perrin, Milt Josephberg, George Balzer, John Tackaberry; MUSIC:  
Madlon Merrick; PROD: \$30,000; ANCR: Don Wilson; comedy with Jack Benny, Eddie  
'Rochester' Anderson, others; HISTORY: Richard Linkroum was director. HIATUS: June 1

MAMA - from WCBS-TV to 26 CBS sta plus 13 kine; Fri 8-8:30pm; DEBUT JULY 1, 1949;  
SPON: General Foods(Maxwell House Coffee) thru Benton & Bowles; AGCY SUP-  
COMMLS: Bud Gowen; PKGR-PROD: Carol Irwin; DIR: Ralph Nelson CBS; ASSOC DIR: John  
Desmond CBS; CAST: Doris Quinlan at Irwin; WRITER: Frank Gabrielson; MUSIC: Billy  
Nalle(organ); ANCR: Alvin Williams; SETS: Jac Venza; PROD: \$10,000; MAR MULTIPULSE:  
30.2; HIATUS IN '51; Norwegian-American family comedy stars Peggy Wood as 'Mama',  
with Judson Laire, Dick Van Patten, Rosemary Rice, Robin Morgan, Ruth Gates; SUMMER:  
Takes hiatus after July 4...replaced by Arthur Murray Party.

MY FRIEND IRMA - from KNXT H'wood to 13 CBS sta plus 19 kine; Fri 8:30-9pm; DEBUT JAN  
8, 1952; SPON: RJ Reynolds Tobacco(Cavalier Cigs) thru Wm Esty;  
SUP PROD: Cy Howard; PROD-DIR: Richard Whorf; WRITERS: Cy Howard & Frank Galen;  
MUSIC: Lud Gluskin; PROD: \$13,500; MAR MULTIPULSE: 21.2; comedy stars Marie Wilson as  
'Irma', Cathy Lewis as 'Jane', with Sig Arno, Hal March, Brooks West, Gloria Gordon,  
Margaret Dumont, Don McBride; was seen Tue 10:30-11pm. HIATUS: after JUNE 27.

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RATINGS are by PULSE (either NYC Local or Multi-Market) for MARCH,  
at the height of the Spring cycle.....all credits are for APRIL &  
MAY, since this issue is a record rather than a current contact  
list. Other information is available by phone or at our office....  
DIRECTORY to personnel will be published in the Fall.







ONE MAN'S FAMILY - from WNBT to 31 NBC sta plus 32 kine; Sat 7:30-8pm; DEBUT NOV 4, 1949; SPON(alt wks): Alka-Seltzer thru Geoffrey Wade(Chicago); SweetHeart Soap thru Scheideler Beck & Werner; EXEC PROD: Carleton E. Morse; PROD-CAST: Dick Clemmer NBC; DIR: Edgar Kahn NBC; WRITER: CE Morse; MUSIC: Billy Nalle (organ); ANCR: Bob Shepard; SETS: Carden Bailey; PROD: \$10,000; MAR MULTIPULSE: 15.3; HIATUS IN '51; family comedy features Bert Lytell, Marjorie Gateson, Russell Thorsen, Lillian Schaaf, Eva Marie Saint, Dick Wigginton, James Lee, Madeleine Belgard, Walter Brooke, Susann Shaw, Lloyd Bochmer; HISTORY: SweetHeart Soap, which is dropping sponsorship after current cycle, was originally handled by Duane Jones HIATUS 6/19.

THE RUGGLES - from KECA H'wood to ABC net; Fri 7:30-8pm; DEBUT NOV 1949; SPON: Co-op; PROD: R. Raisbeck; DIR: George Cahan; MAR MULTIPULSE: 8.3; family comedy features Charlie Ruggles, Margaret Kerry, Erin-O'Brien Moore, Steve Dunne, Tommy Bernard, Judy Nugent, Jimmy Hawkins; last program of series June 27, 1952.

RED SKELTON - from KNBH H'wood to 39 NBC sta plus 20 kine; Sun 10-10:30pm; DEBUT SEPT 30, 1951; SPON: Procter & Gamble(Tide) thru Benton & Bowles, & (Drene) thru Russell M. Seeds(Chicago); PROD: Red Skelton; DIR: John Gaunt; MUSIC: Dave Rose Orch; ASST PROD: Ed Hillie; TECH DIR: C.W. Comegys; WRITERS: Red Skelton, John Fenton Murray, Ben Freedman, Jack Douglas; PROD: \$30,000; MAR MULTIPULSE: 36.5; Blonde, Lucy Knoch, & others assist in sketches; HIATUS after 6/15; returns 7pm 9/28

TROUBLE WITH FATHER - ON FILM - from WJZ-TV to 7 ABC sta plus 48 other spots; Fri 7:30-8pm, also Sat 11-11:30am; DEBUT SEPT 1950; SPON: General Mills(Wheaties, Gold Medal Flour) thru Dancer-Fitzgerald-Sample; PKGR-PROD: Roland Reed Prod'ns; DIR: Howard Bretherton; ASST DIR: Harry Mancke; CAST: Ruth Burch; PROD MGR: Dick L'Estrange; SOUND: Charles Althouse; CAMERA: Walter Streng; FILM ED: Roy Luby; ART DIR: Mack Capps; MAR MULTIPULSE: 12.0; family comedy features Stuart Erwin, June Collyer, Ann Todd, Sheila James, Willie Best, Harry Hayworth, Isa Ashdown, Ted Stanhope. NO '52 HIATUS.

YOUNG MR. BOBBIN - from WNBT to 26 NBC sta plus 3 kine; Sun 7:30-8pm; DEBUT AUG 26, 1951; SPON: General Foods(Jell-O) thru Y&R; AGCY SUP: Joe Scibetta; AGCY COMMLS: Tom Ford; PKGR: Young Mr. Bobbin Prod'ns; PROD-DIR: Norman Tokar Y&R; WRITER: Norman Tokar & Ed Jurist; CAST: Scibetta & Tokar Y&R; ANCR: Tex Antoine; SETS: Ben Edwards; PROD: \$13,5000; MAR MULTIFULSE: 12.6; situation comedy stars Jackie Kelk in title role, with Nydia Westman, Jane Seymour, Laura Weber & Pat Hosley; DROPPED on MAY 18.

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\*ADD TO HALF-HOUR DRAMATIC PROGRAMS:

LIGHTS OUT - from WNBT to 22 NBC sta plus 10 kine; Mon 9-9:30pm; DEBUT JULY 19, 1949; SPON: Pearson Pharmacal(Ennds, Eye-Gene) thru Harry B. Cohen; AGCY SUP-COMMLS: Jose Di Donato; PROD-DIR: Laurence Schwab Jr, Cohen; CAST: Louise Vetter at Cohen; SCRIPT ED: Clement Fuller at Cohen, origs \$350, adapts \$200 up for supernatural dramas; MUSIC: Arlo(organ); SETS: Dick Sylbert; COSTUMES: John Derro; SOUND EFFECTS: John Powers; MAR MULTIPULSE: 16.3; HIATUS IN '51; Frank Gallop introduces supernatural dramas; HISTORY: Herbert Swope Jr produced until Mar 31, 1952 credits until that date were Spon: Admiral thru Erwin Wasey, Dir(alt): Clay Yurdin & Grey Lockwood, Cast: Martin Begley NBC, Script Ed: H. Philip Minis NBC.

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• 21-05 •



## COMEDY-VARIETY

ALL STAR REVUE - from WNBT NYC & KNBH H'wood to 36 NBC sta plus 20 kine; Sat 8-9pm; DEBUT OCT 1950; SPON: Kellogg's Variety PAK(Pep, Shredded Wheat, Raisin Bran, etc) thru Kenyon & Eckhardt, Pet Milk thru Gardner, Snow Crop thru Maxon; PROD'N SUPERV: Pete Barnum & Hal Kemp NBC; CAST(bit parts): Marie Correll NBC.

JIMMY DURANTE; PROD-DIR: Joe Santley; ASSOC PROD: Jackie Barnett; MUSIC: Roy Bargy Orch; WRITERS: Charles Isaacs, Jack Elinson; SETS: Spencer Davis; COSTUMES: Angie Davis; TV DIR: Sid Smith; ASST TO PROD: Bill Harmon; CHOREOG: Aida Broadbent; Company regulars include Eddie Jackson, Jack Roth, Jules Buffano, Candy Candido.

MARTHA RAYE; PROD: Leo Morgan; TV DIR: Grey Lockwood; WRITERS: Nat Hiken, Billy Friedberg; MUSICAL STAGING: Herbert Ross; MUSIC: George Bassman Orch; ART DIR: Herb Andrews; ASST TO PROD: Karl Hoffenberg; COSTUMES: Guy Kent; MUSIC FOR DANCES: Lee Pockriss; TECH DIR: Jack Irving; AUDIO: Kenneth Arber; LIGHTING: Jack Fitzpatrick.

DANNY THOMAS; PROD: Leo Morgan; STAGING & SUP: Ezra Stone; TV DIR: Sid Smith; TECH DIR: Sil Caranchini; WRITERS: Bob Schiller, Phil Sharp, Jerry Seelan, Aaron Ruben, Morris Freedman; ANCR: George Jay; MUSIC: Lou Bring Orch; COSTUMES: Angie Davis; DANNY THOMAS' ACCOMPANIST: Wally Popp; child actress Bunny Lewbel co. regular.

ED WYNN; PROD-DIR: Joe Santley; ASST TO PROD: Bill Harmon; TV DIR: Sid Smith; TECH DIR: Sil Caranchini; LIGHTING: Parker Oliver; AUDIO: Robert Jensen; MUSIC: Lou Bring Orch; COSTUMES: Angie Davis; SETS: Spencer Davis. WRITERS: Leo Solomon, Jac Stein.

JACK CARSON; PROD-DIR: Joe Santley; TV DIR: Sid Smith; MUSIC: Dean Elliot Orch; WRITERS: Arthur Phillips, Mort Lachman; Lola Albright & Jack Norton were regulars. SPECIAL SONGS: Jack Scholl, Dean Elliot; SETS: John Arensma; COSTUMES: Angie Davis.

OLSEN & JOHNSON; PROD-DIR: Mort Offner; TV DIR: Grey Lockwood; MUSIC: Milton De Lugg Orch; WRITERS: Matt Brooks & Eddie Davis; Company regulars included June Johnson, JC Olsen, Marty May.

HISTORY: Originally debuted as 'Four Star Revue' with Durante, Wynn, Thomas & Carson as regulars; Carson and Olsen & Johnson finished contracts Feb 16 & Mar 1 respectively, and will not be on next season; seen this past season but not an ASR regular was Spike Jones. PROD: approx \$45,000; MAR MULTIPULSE: 22.9; HIATUS IN '51; NO '52 HIATUS, continues with sub MC's. Kellogg's & Pet Milk continue, Snowcrop drops.

ARTHUR MURRAY PARTY - from WJZ-TV to 4 ABC sta; Sun 9-9:30pm; DEBUT JULY 3, 1950; SPON: Arthur Murray Studios thru Ruthrauff & Ryan; AGCY SUP: John Grayhorst; PKGR-PROD: Arthur Murray; DIR: Coby Ruskin; CAST: Charlotte Wasserman at Murray; WRITER: Al Singer; MUSIC: Emil Coleman Orch; ANCR: Ted Brown; PROD: approx \$10,000; MAR MULTIPULSE: 6.7; Mrs. Kathryn Murray MC's variety show with Murray Dancers & name guests; DEPARTS MAY 11, then returns on CBS-TV JULY 11 as 8-week summer replacement for 'Mama'; HISTORY: Originally debuted on CBS-TV July '50 as 15-minute show, then jumped to all nets(from CBS to ABC to DuM to NBC then to ABC again); past producers have included Victor McLeod & Frederick Heider, directors have included Joe Cavalier & Leslie Gorall.

ARTHUR GODFREY & FRIENDS - from WCBS-TV to 36 CBS sta plus 17 kine; Wed 8-9pm; DEBUT JAN 1949; SPON: Pillsbury thru Burnett alts half-hour wkly with Toni thru Foote Cone & Belding; other half-hour each week taken by Chesterfield Cigs thru Cunningham & Walsh; PKGR: Arthur Godfrey CBS; PROD: Larry Puck CBS; DIR: Bob Bleyer CBS; MUSIC: Archie Bleyer; CHOREOG: Harry Rogue; ANCR: Tony Marvin; WRITERS: Chuck Horner, Hank Miles, Charlie Slocum, Walter Latzko; AGCY COMMLS: Frank Dodge(Burnett), Duane Bogie(FC&B), Moulton Sawin(C&W); PROD: \$18,000; MAR MULTIPULSE: 31.8; NO HIATUS IN '51, show continued with guest MC's subbing for Godfrey; variety show stars Godfrey with regulars Janette Davis, Haleloke, Marion Marlowe, Frank Parker, The Mariners, The Chordettes, occasional guests. HISTORY: Jack Carney was producer; former staff writers include Al Moritz & Andy Rooney. No '52 HIATUS either.







CAVALCADE OF STARS - from WABD to 14 DuM sta plus 10 kine; Fri 10-11pm; DEBUT JUNE 1949; SPON: Drugstore TV Products thru Product Advt Corp; PRODUCTS: Raleigh Cigs thru Russell M. Seeds(Chicago), Clorets Chlorophyll Gum thru Dancer-Fitzgerald-Sample, Shadow Wave Perm thru McCann-Erickson, Feenamint thru Doherty Clifford & Shenfield, Life Magazine thru Young & Rubicam; PROD SUPERV: Milton Douglas; ASST TO PROD-CAST: Joe Cates at PAC; DIR: Frank Bunetta DuM; MUSIC: Sammy Spear Orch; CHOREOG: June Taylor; SETS: A. Gilbert; WRITERS: Harry Crane, Marvin Marx, Walter Stone; ANCR: Don Russell; PROD: \$13,500; MAR MULTIPULSE: 16.5; Jackie Gleason stars in variety show with top name guest & program regulars Art Carney & Pert Kelton; NO HIATUS IN '51; HISTORY: Larry Storch replaces Gleason as permanent MC July 4, '52; previous COS MC's were Morey Amsterdam & Jerry Lester; former script writers include Coleman Jacoby & Arnie Rosen. NO '52 HIATUS.

CELEBRITY TIME - from WCBS-TV to 32 CBS sta plus 5 kine; Sun 10-10:30pm; DEBUT NOV 1948; SPON: BF Goodrich(Tires & Tubes) thru BBD&O; AGCY SUP-COMMLS: Jerry Morrison; PKGR: CBS; PROD: Richard Lewine CBS; DIR: Dick Linkroum; PROD ASST: Bill Marcum; SCRIPTS: George Axelrod; MUSIC: Alvy West Orch; SETS: John Eberhardt; PROD: \$10,000; MAR MULTIPULSE: 10.4; NO HIATUS IN '51; Conrad Nagel MC's variety show which features sportsman Herman Hickman, Mary McCarty & top name variety guests; CAST: Richard Lewine; HISTORY: Panel Quiz was format until Apr '52 when former World Video package became CBS package; Hickman & McCarty since dropped; previous panelists - Ilka Chase, John Daly, Kyle MacDonnell, Jane Wilson; originally "Riddle Me This"; NO HIA

COLGATE COMEDY HOUR - from WNBT NYC & KNBH H'wood to 42 NBC sta plus 19 kine; Sun 8-9pm; DEBUT SEPT 1950; SPON: Colgate-Palmolive-Peet(Ajex & Halo) thru Sherman & Marquette, (Colgate Dental Cream, Palmolive Soap) thru Ted Bates, (Fab) thru Wm Esty; PROD'N SUPERV: Sam Fuller in assoc with Robert Masson NBC H'wood; ABBOTT & COSTELLO; PROD-DIR: Charles Friedman; TV DIR: Kingman T. Moore; ART DIR: Furth Ullman; MUSIC: Al Goodman Orch; WRITER: Sid Kuller; PROD'N NUMBERS STAGING: Louis Da Pron; SPECIAL MATERIAL: Sid Miller.

EDDIE CANTOR; PROD-STAGED: Manning Ostroff; TV DIR: Jim Jordan Jr; MUSIC: Al Goodman Orch; TECH DIR: Ross Miller; WRITER: Jesse Goldstein; CHOREOG: Aida Broadbent; ART DIR: Furth Ullman; COSTUMES: Kate Drain Lawson; ASSOC PROD: George Habib; ASSOC TV DIR: Arthur Penn; ANCR: Hal Sawyer.

BOB HOPE; PROD-STAGED: Al Capstaff; TV DIR: Kingman T. Moore; MUSIC: Al Goodman or Dick Stabile Orch.

MARTIN & LEWIS; PROD-DIR: Ernest D. Glucksman; TV DIR: Kingman T. Moore; MUSIC: Dick Stabile Orch; WRITERS: Ed Simmons & Norman Lear.

TONY MARTIN; PROD-DIR: Jimmy Kerns; TV DIR: Kingman T. Moore; MUSIC: Al Goodman Orch.

DONALD O'CONNOR; PROD-DIR: Ernest D. Glucksman; TV DIR: Kingman T. Moore; MUSIC: Al Goodman Orch; WRITER: Sid Kuller; SPECIAL MATERIAL: Sid Miller; MUSIC STAGING: Louis Da Pron; ART DIR: Furth Ullman; regulars are Sid Miller, Gwen Carter, Frank Nelson, plus guests.

PROD: approx \$50,000; HIATUS IN '51; HISTORY: Former CCH regulars include Beatrice Lillie, Bobby Clark; one shots by Fred Allen & Jerry Lester. MOST OF THESE SHOWS COME FROM HOLLYWOOD, some from New York as announced. HIATUS - June 15-Fall.

DAGMAR'S CANTEEN - from WNBT to NBC net; Sat 12:15-12:45am; SUSTAINING; PROD: Hal Friedman NBC; DIR: Alan Neuman NBC; WRITERS: Lou Meltzer & Tom Waldman; SETS: Lou Siegel; Dagmar MC's show which features men & women in the armed forces, plus regulars Ray Malone(dancer), Joey Faye(comic) & Milton DeLugg & 6-piece ensemble. DEBUT MAR 22, 1952. LAST SHOW JUNE 14.

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PRODUCTION CREDITS are for the April-May 1952 period. Designers and directors, especially, are frequently shifted & wherever possible, history of such moves is recorded here.



The first part of the report deals with the general situation of the country and the progress of the work during the year. It is followed by a detailed account of the various projects and the results achieved. The report concludes with a summary of the work done and the plans for the future.

The second part of the report deals with the financial aspects of the work. It gives a detailed account of the income and expenditure for the year, and shows how the funds have been used. It also includes a statement of the assets and liabilities of the organization.

The third part of the report deals with the personnel of the organization. It gives a list of the staff and their duties, and also includes a statement of the salaries and allowances paid. It also includes a statement of the training and development of the staff.

The fourth part of the report deals with the results of the work. It gives a detailed account of the various projects and the results achieved. It also includes a statement of the impact of the work on the community.

The fifth part of the report deals with the future plans of the organization. It gives a detailed account of the projects and activities planned for the next year, and also includes a statement of the resources required.

The report concludes with a statement of the appreciation of the staff and the community for their support and cooperation. It also includes a statement of the plans for the future.



FORD FESTIVAL - from WNBT to 37 NBC sta plus 13 kine; Thu 9:30-10pm; DEBUT APR 1951;  
SPON: Ford Dealers of Amer thru J. Walter Thompson; AGCY SUP: James Lichtman; PKGR-CAST: Charles Wick; PROD: Victor McLeod; DIR: Garry Simpson; MUSIC: Frank Black Orch; CHOREOG: Charles Tate; SETS: John Robert Lloyd; WRITERS: Don Prindle, Norman Zeno, Bill Dernan; PROD: \$20,000; MAR MULTIPULSE: 19.1; James Melton in musical variety with Dr. Roy K. Marshall(scientist) & midget Billy Barty; WILL TAKE HIATUS STARTING JUNE 26, return indefinite; HISTORY: Was seen 9-10pm until Dec; 1st prod-dir was Charles Friedman; G Simpson succeeded Douglas Rodgers as director; David Broekman Orch preceded Black; Robert Sidney was choreog; former company regulars were soprano Dorothy Warenskjold & Chugalong Jones. HIATUS 6/26 - Fall.

KATE SMITH EVENING SHOW - from WNBT to 26 NBC sta plus 24 kine; Wed 8-9pm; DEBUT SEPT 19, 1951; SPON: Reynolds Metals thru Buchanan(1st half-hr), and(alt) Anson Jewelry thru Grey & BT Babbitt(Bab-O) thru Weintraub; PROD: Ted Collins NBC; ASSOC PROD: Barry Wood NBC; DIR: Greg Garrison NBC; MUSIC: Harry Sosnik Orch; CHORAL DIR: Jack Allison; CHOREOG: John Butler; SETS: Hjalmar Hermanson & Don Shirley; CAST(variety) Sid Piermont, (dramatic) Albert McCleery, (intvw) Barry Wood; WRITERS: Dorothy Daye, Ed Brainard, Mel Diamond, Bill Jacobson; PROD:\$15,000; MAR MULTIPULSE: 18.2; Kate Smith & Ted Collins with top NY & Hwood stars in dramatic sketches, operatic sequences, variety acts; regulars include John Butler Dancers, Jack Allison Singers, and Ethel & Albert (Peg Lynch & Alan Bunce); HISTORY: Reynolds Metals replaced Congoleum-Nairn, Anson replaced Norge. HIATUS STARTS June 11.

KEN MURRAY SHOW - from WCBS-TV to 32 CBS sta plus 18 kine; Sat 8-9pm; DEBUT JAN 1950; SPON: Anheuser-Busch(Budweiser Beer) thru D'Arcy; AGCY SUP: Paul Louis; AGCY COMMLS: Marek Windheim; PROD: Ken Murray CBS; ASSOC PROD: Ben Brady; ASST TO MURRAY: William Martin; DIR: Herbert Sussan CBS; CAST(variety): Johnny Greenhut MCA, (dramatic): Robert Fryer CBS; WRITERS: Royal Foster & Seaman Jacobs; DRAMATIC SKETCHES by Jean Holloway & others; MUSIC: David Broekman Orch; CHOREOG: Virginia Johnson; CHORAL DIR: Val Grund; SETS: Randolph Gunter; ANCR: Nelson Case; MAR MULTIPULSE: 26.7; Ken Murray with top name guests plus singers Art Lund & Anita Gordon, the Glamourlovlies, vocal group. HIATUS '51 repl by feature films; LAST SHOW '52 on JUNE 7 with return indefinite, Murray & CBS disputing over contract.

RCA VICTOR SHOW - from KNBH H'wood to 27 NBC sta plus 24 kine; Fri 8-8:30pm(Ezio Pinza & Dennis Day alternate); DEBUT NOV 1951; SPON: RCA Victor thru J. Walter Thompson; AGCY SUP: Bill Wilgus; PROD: approx \$30,000; MAR MULTIPULSE: 12.5; LAST SHOW: June 13, returns in Fall; summer repl "Curtain Call" dramas.

DENNIS DAY; PROD-DIR: Ernest D. Gluckman; ASSOC PROD: Bill Harmon; ASST TO PROD: Bob Henry; TV DIR: Alan Yorkin; ASSOC TV DIR: John Rich; MUSIC: Charles Dant Orch. SETS: Frank Swig; WRITERS: Parke Levy with Stanley Adams & Norman Paul; TECH DIR: Sil Caranchini; LIGHTING: Boris Isaacson; AUDIO: Robert Johnston; COMMLS DIR: John Lyman; COMMLS TECH DIR: Ralph Clements; ANCR: Wendell Niles; Dennis Day in musical situation comedy with Verna Felton, Hanley Stafford, Kathy Phillips.

EZIO PINZA; PROD-WRITER: Ted Mills; DIR: Sidney Smith; LIGHTING: Boris Isaacson; MUSIC: David Rose Orch; HISTORY: Show came from NYC until Mar; NY Prod was Edward Duryea Dowling, Dir was Ezra Stone, Prod'n Sup was Pete Barnum. Pinza seen weekly until Dennis Day joined as alternating star Feb 8, 1952.

ROYAL SHOWCASE - from WNBT to 22 NEC sta plus 15 kine; Sun 7-7:30pm; DEBUT JAN 13, 1952; SPON: US Rubber thru Fletcher D. Richards; AGCY SUP: Bob Colodzin; PROD-DIR: Joe Bigelow NBC; TV DIR-CHOREOG: Kevin Joe Johnson; PROD ASST: Bill Gargan Jr; PROGR ASST: Marie Ferguson; TECH DIR: Noel Warwick; MUSIC-CHORAL DIR: Gordon Jenkins; SKETCH WRITER: Nat Hiken, also directs sketches; SETS: John Robert Lloyd; COSTUMES: Jerry Boxhorn; LIGHTING: Marvin Gelman; AUDIO: Mahlon Fox; PROD: \$15,000; MAR MULTIPULSE: 11.2; LAST SHOW: July 6; sponsor dispossessed from time. Carson MC's show with name variety guests; COMMLS ANCR: Ben Grauer; HISTORY: George Abbott MC'd & Dir'd show which originally headlined 1 top comic, 1 top singer & 1 unknown comedian; Abbott replaced by Carson Apr 13; Ernest Walling was NBC Superv, & Warren Jacober was TV Dir. Herbert B. Swope, Jr. replaced Joe Bigelow as producer.



1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a very long letter, and it contains a great deal of information about the state of the country at that time. It is a very important document, and it is one of the most interesting documents in the collection.

2. The second part of the document is a letter from the Secretary of the Treasury to the President, dated January 10, 1862. It is a very short letter, and it contains a great deal of information about the state of the Treasury at that time. It is a very important document, and it is one of the most interesting documents in the collection.

3. The third part of the document is a letter from the Secretary of the Navy to the President, dated January 15, 1862. It is a very short letter, and it contains a great deal of information about the state of the Navy at that time. It is a very important document, and it is one of the most interesting documents in the collection.

4. The fourth part of the document is a letter from the Secretary of the War to the President, dated January 20, 1862. It is a very short letter, and it contains a great deal of information about the state of the War at that time. It is a very important document, and it is one of the most interesting documents in the collection.

5. The fifth part of the document is a letter from the Secretary of the Interior to the President, dated January 25, 1862. It is a very short letter, and it contains a great deal of information about the state of the Interior at that time. It is a very important document, and it is one of the most interesting documents in the collection.

6. The sixth part of the document is a letter from the Secretary of the Agriculture to the President, dated January 30, 1862. It is a very short letter, and it contains a great deal of information about the state of the Agriculture at that time. It is a very important document, and it is one of the most interesting documents in the collection.

7. The seventh part of the document is a letter from the Secretary of the Commerce to the President, dated February 5, 1862. It is a very short letter, and it contains a great deal of information about the state of the Commerce at that time. It is a very important document, and it is one of the most interesting documents in the collection.

8. The eighth part of the document is a letter from the Secretary of the Education to the President, dated February 10, 1862. It is a very short letter, and it contains a great deal of information about the state of the Education at that time. It is a very important document, and it is one of the most interesting documents in the collection.

9. The ninth part of the document is a letter from the Secretary of the Religion to the President, dated February 15, 1862. It is a very short letter, and it contains a great deal of information about the state of the Religion at that time. It is a very important document, and it is one of the most interesting documents in the collection.

10. The tenth part of the document is a letter from the Secretary of the Arts to the President, dated February 20, 1862. It is a very short letter, and it contains a great deal of information about the state of the Arts at that time. It is a very important document, and it is one of the most interesting documents in the collection.



SAM LEVENSON SHOW - from WCBS-TV to CBS net; Tue 8-8:30pm; DEBUT JAN 1951; SUSTAINING;  
PKGR: CBS-TV; PROD-CAST: Irving Mansfield; DIR: Byron Paul CBS;  
MUSIC: Henry Sylvern Orch; SETS: Grover Cole; ANCR: Hal Sims; WRITERS: Aaron Rubin,  
Selma Diamond, Sidney Resnick, David Bern; PROD: \$19,000; MAR MULTIPULSE: 13.9; Sam  
Levenson intersperses "NY-folksy" chatter with intvws with name guests, some variety  
acts; HISTORY: Oldsmobile sponsored until May '51, Tintair until July 7, '51 when  
show was dropped; returned Feb 10, '52, seen Sun 6:30-7pm, changed to current time  
slot Apr 22. DEPARTS June 10.

STAR OF THE FAMILY - from WCBS-TV to 10 CBS sta plus 29 kine; alt Thu 8-8:30pm; DEBUT  
SEPT 1950; SPON: Ronson Lighters thru Grey; AGCY SUP: Bob Payson;  
PKGR: MCA; PROD-DIR-COMMLS PROD: Perry Lafferty CBS; CAST: Harry Romm MCA; WRITERS:  
Bob Quigley & Lafferty; MUSIC: Carl Hoff Orch; ANCR: Frank Waldecker; PROD: \$15,000;  
MAR MULTIPULSE: 10.8; Peter Lind Hayes & Mary Healy star with name variety guests;  
HISTORY: Nash-Kelvinator sponsored, with Morton Downey as MC, until June 15, '51;  
show returned with current format July 29(Sun 6:30-7pm) until Jan 6, '52. Now alt's  
with Burns & Allen. Norman Frank was Prod & Dir, with Carmen Mastren Orch, Ted Adams  
was script writer. DROPPED on June 26.

TEXACO STAR THEATER - from WNBT to 47 NBC sta plus 14 kine; Tue 8-9pm; DEBUT JUNE '48;  
SPON: Texaco thru Kudner; AGCY SUP: Gerard Johnston; PROD-DIR:  
Hank Ladd & Arthur Knorr, Kudner; COMMLS PROD: Hank Ladd(Commls delivered by Jimmy  
Nelson, ventriloquist); MUSIC: Allen Roth Orch; SETS: Robert MacKichan; WRITERS:  
Bernard Arnold, Jay Burton, Heywood Kling, Hal Collins, Robert Gordon; CAST(dramatic):  
Mickey Alpert, Kudner, (variety): Ben Grier, Wm Morris; THE SINGING TEXACO MEN:  
Dick Byron, Ralph Nyland, Michael Stewart, Robert Miller; Milton Berle stars in  
variety show which features top name guests & variety acts; PROD: \$45,000; MAR MULTI-  
PULSE: 40.4; HIATUS JUNE 10, returns Fall '52 on 3-a-month basis.

THIS IS SHOW BUSINESS - from WCBS-TV to 37 CBS sta plus 15 kine; DEBUT MAY 11, 1949;  
SPON: Amer Tobacco(Lucky Strike) thru BBD&O; AGCY SUP-COMMLS:  
Henry Caruthers; Sun 7:30-8pm; PROD-CAST: Irving Mansfield CBS; DIR: Byron Paul CBS;  
MUSIC: Henry Sylvern Orch; SETS: Rouben-Ter-Arutunian; PROD: \$13,500; MAR MULTIPULSE:  
21.8; HIATUS IN '51; Clifton Fadiman MC's, with panelists George S. Kaufman & Abe  
Burrows plus 1 guest panelist who help solve 'problems' of name variety guests;  
HISTORY: For the 1951-52 season the Jack Benny shows were set in this time slot on  
these days only: Nov 4, Dec 16, Jan 27, Mar 9, Apr 20, June 1. HIATUS STARTS July 6.

TINY FAIRBANKS SHOW - on WOR-TV; Sun 7:30-8pm; DEBUT JUNE 28, 1950; SPON: (1st 15 min)  
Participations, (2nd 15 min) Duntra Laboratories, Princeton  
Junction NJ(Oven & Broiler Cleaner); PKGR-PROD-CAST: Tiny Fairbanks WOR; DIR: Jerry  
Freedman WOR; MUSIC: Milton Kaye(piano); COMMLS ANCR: Tiny & Carol Fairbanks; Tiny  
Fairbanks MC's show which features young variety talent, spotlights 1 child performer  
per show; Duke the Dog is featured weekly. NO HIATUS. MAR NY TELEPULSE: 1.7.

TOAST OF THE TOWN - from WCBS-TV to 25 CBS sta plus 10 kine; Sun 8-9pm; DEBUT SEPT  
1948; SPON: Lincoln-Mercury Dealers thru Kenyon & Eckhardt; AGCY  
SUP-COMMLS: Jack Babb; PKGR: CBS; PROD: Marlo Lewis & Ed Sullivan CBS; DIR-CHOREOG:  
John Wray CBS; CAST(names): Ed Sullivan, (variety): Mark Leddy; MUSIC: Ray Bloch Orch;  
SETS: Nelson Baume; PROD: \$25,000; MAR MULTIPULSE: 28.8; NO HIATUS IN '51; Ed Sullivan  
MC's variety show featuring dancing Toastettes and name guests. NO '52 HIATUS.

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\*ADD DRAMATIC PROGRAMS: THEY STAND ACCUSED - from WGN-TV to 3 DuM Sta; DEBUT SEPT 9,  
1949; SPON(NY): Crawford Clothes thru  
Al Paul Lefton; AGCY SUP: Nat B. Eisenberg; PKGR: WGN-TV Chicago; PROD: Jay Faraghan  
WGN; DIR: Sheldon Cooper WGN; WRITER: William C. Wines, Asst Atty Gen'l of Ill; MAR  
MULTIPULSE: 5.0; present dramatizations of true cases, with no script; actors chosen  
are given a story line to follow, the rest is improvisation with authentic lawyers.  
Sun 10-11pm. Program was sustaining until 1951.



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YOUR SHOW OF SHOWS - from WNBT Sat 9-10:30pm; 9-9:30pm: 45 NBC sta plus 11 kine,  
9:30-10pm: 46 NBC sta, 10-10:30pm: 44 NBC sta plus 14 kine;  
DEBUT FEB 1950; SPONSORS - 9-9:30pm: RJ Reynolds(Camels Cigs) thru Wm Esty, 9:30-10pm:  
SOS thru McCann-Erickson, Benrus thru Tarcher, Frigidaire thru Foote Cone & Belding,  
10-10:30pm(alt): Lehn & Fink(Hind's Honey & Almond Cream) thru McCann-Erickson, and  
Kaiser-Frazer thru Wm Weintraub; PROD'N SUPERV'S: George McGarrett & Hal Janis NBC;  
PKGR-PROD-DIR: Max Liebman; TV DIR: Bill Hobin; WRITERS: Mel Tolkin, Lucille Kallen,  
Mel Brooks, Sid Caesar, Max Liebman; MUSIC: Charles Sanford Orch; CHORAL DIR: Clay  
Warnick; CHOREOG: James Starbuck; SETS: Frederick Fox; COSTUMES: Paul duPont; CAST:  
Max Siegel at Liebman, and Harry Kalcheim at Wm Morris; PROD: \$50,000; MAR MULTIPULSE:  
36.9; HIATUS IN '51; Sid Caesar & Imogene Coca star in variety show which features  
name guest MC plus occasional name variety acts; COMPANY REGULARS: Billy Williams  
Quartet, Bill Hayes, Marguerite Piazza, Carl Reiner, Judy Johnson, Jack Russell,  
Hamilton Trio, Nelle Fisher & Jerry Ross, Pauline Goddard, Virginia Curtis, Howard  
Morris, Wally Seibert, Ray Drakeley; satirical dancers Mata & Hari appear occasional-  
ly; HISTORY: Former sponsors include Libby, McNeill & Libby(spot now held by Frigid-  
aire), Eversharp(now held by Kaiser-Frazer); also Crosley, Swift. HIATUS after 5/31.

### MUSICAL PROGRAMS

CHICAGO SYMPHONY CHAMBER ORCHESTRA - from WENR-TV Chicago to ABC net(not on WJZ-TV);  
Tue 10:30-11pm; DEBUT SEPT 25, 1951; SUSTAINING;  
PROD-DIR: Dan Shuffman WENR; ANCR: Ken Nordine, also narrates; Rafael Kubelik leads  
the Chicago Symphony Chamber Orch in light orchestral works.

DINAH SHORE SHOW - from KNBH H'wood to 30 NBC sta plus 10 kine; Tu & Th 7:30-7:45pm;  
DEBUT NOV 27, 1951; SPON: Chevrolet Dealers thru Campbell-Ewald;  
PROD-DIR-CAST-WRITER: Alan Handley KNBH; ASST TO HANDLEY: Bud Yorkin; TECH DIR: Bill  
Comegys; MUSIC: Victor Schoen; MUSICAL ADVISOR TO DINAH SHORE: Ticker Freeman; PROD:  
\$17,500 per week; MAR MULTIPULSE: 12.0; Dinah Shore with singing & dancing groups;  
uses occasional guests; HIATUS after June 26.

FRED WARING - from WCBS-TV to 31 CBS sta plus 16 kine; Sun 9-9:30pm; DEBUT APR 1949;  
SPON: General Electric(Refrigerators, Lamps, TV Sets, Radios) thru  
BBD&O; AGCY SUP: Bob Foreman; AGCY COMMLS: Carroll Newton; PKGR: Fred Waring Ent;  
PROD: Bob Banner at Waring; DIR: Al DeCaprio CBS; WRITER: Lumpy Brannum; MUSIC-CHORAL  
DIR: Fred Waring; CHORAL ASST: Lara Hoggard; ORCH ASST: Fred Culley; CHOREOG: Nadine  
Gae; ASST CHOREOG: Marc Breau; SETS: Sam Leve; ANCR: Bob Hite; PROD: \$20,000; MAR  
MULTIPULSE: 16.1; HIATUS IN '51; Fred Waring & his own group in songs & dances;  
HISTORY: Until Jan 1952 show was on 9-10pm; with change to 1/2 hr format, agency also  
changed from Young & Rubicam to BBD&O. HIATUS after June 22; "Inform Please" repl.

IT'S A BUSINESS? - from WABD to DuM net; Wed 9-9:30pm; SUSTAINING; DEBUT MAR 19, '52;  
PKGR: DuM; PROD: Charles Parson DuM; DIR: Frank Bunetta DuM;  
CAST: Elizabeth Mears DuM; WRITER: Bob Weiskopf; MUSIC: Alvy West Ensemble; Musical  
situation comedy features singer Bob Haymes & comic Leo DeLyon as partners in music  
publishing firm in pre-prohibition NYC, with Dorothy Loudon as their singing  
secretary; uses singing actors. DEPARTED on May 21.

MAC AND JACK - on WOR-TV; Sun 7:15-7:30pm and Tue 9:15-9:30pm; DEBUT MAR 16, 1952;  
SUSTAINING; PKGR: Emjay Prod'ns; PROD: Mac Perrin & Jack Kilty,  
Emjay Prods; DIR: Slater Barkentin WOR; Pianist-singer Mac Perrin & baritone Jack  
Kilty in song & patter program.

MEET THE MASTERS - ON FILM - from WNBT to 13 NBC sta plus 23 other spots; alt Sun  
5:30-6pm; DEBUT FEB 24, 1952; SPON: James Lees & Sons(Carpets)  
thru D'Arcy; AGCY SUPERV'S: Paul Louis, Marek Windheim, Newt Stammer; PKGR-FILM  
PROD: World Artists; Presenting top concert artists in programs built around true-  
to-life episodes of each star. LAST SHOW APR 6.







NBC SYMPHONY ORCHESTRA - from WNBT to 15 NBC sta plus 21 kine; special musical program, when scheduled seen Sat 6:30-7:30pm; PROD: Don Gillis NBC; TV DIR: Kirk Browning; ANCR: Ben Grauer; Arturo Toscanini conducting the NBC Symphony Orchestra in varied symphonic programs; EACH PROGRAM SIMULCAST; HISTORY: Dec '51 & Mar '52 program was sponsored by Reynolds Metals thru Buchanan; COMMLS PROD: Nat Storm.

NBC-TV OPERA - from WNBT to NBC net; 1st Thu of month 11pm-12mid; SUSTAINING; DEBUT SEPT 30, 1951; PROD'N SUPERV: Samuel Chotzinoff NBC; ASST PROD: Charles Polachek; MUSIC & ARTISTIC DIR-CAST: Peter Herman Adler NBC; TV DIR: Kirk Browning; ASST DIR: John Block; ASST COND: Herbert Grossman; SETS: Carl Kent; COSTUMES: Liz Gillelan; MAR MULTIPULSE: 6.7; Abridged versions of full-length operas with name & semi-name legitimate singers.

PAUL DIXON SHOW - from WCPO-TV Cincinnati to ABC net; Wed 8-9pm(net), 8:15-9pm(WJZ-TV) SUSTAINING; SUPERV PROD: Dick Perry WCPO; PROD-DIR: Len Goorian; ASST DIR: Lee Hornback; WRITER: Dick Perry; MAR MULTIPULSE: 5.2; Pantomime skits & pop recording burlesques with MC Paul Dixon, artist Wanda Lewis, Dottie Mack & Len Goorian; LAST SHOW APR 16, 1952.

PERRY COMO SHOW - from WCBS-TV to 17 CBS sta plus 26 kine; M-W-F- 7:45-8pm; DEBUT OCT 1950; SPON: Chesterfield Cigs thru Cunningham & Walsh; AGCY SUP-COMMLS: Randy Dunnell; PROD: Lee Cooley C&W; DIR: Ib Melchior; CAST: Art Kling C&W; WRITER: Bob Merrill; MUSIC: Mitchell Ayres Orch; CHORAL DIR: Ray Charles; CHOREOG: Miss Lee Morrison; ANCR: Dick Stark; PROD: \$16,500 per week; MAR MULTIPULSE: 13.5; HIATUS IN '51; Perry Como sings popular songs, with Fontane Sisters and occasional top guest recording stars; HISTORY: Lloyd Gross, Tony Farrar were directors; HIAT 6/11

OPERA CAMEOS - on WPIX only; Sun 7:30-8pm; DEBUT FEB 1951; SPON: Progresso Brand Quality Foods thru Carlo Vinti; PROD-CAST: Carlo Vinti; CONDUCTOR: Salvatore dell'Isola; TV DIR: Lou Ames; ANCR: Hal Currier; Operatic excerpts with semi-name opera stars. LAST SHOW APR 13, return indefinite.

SAMMY KAYE SHOW - from WCBS-TV to 17 CBS sta plus 13 kine; Sat 7-7:30pm; DEBUT JULY 28, 1951; SPON: Lambert Pharmacal(Listerine Toothpaste, Prophylactic Toothbrushes) thru Lambert & Feasley; AGCY SUP: Gerald Blake; AGCY COMMLS: Ira Ashley; PKGR: MCA; PROD-DIR-CHOREOG: John Wray; WRITERS: Jack Raymond, Stan Ackerman, Tom Waldman; CAST: Wray & Raymond; MUSIC: Sammy Kaye; SETS: Michael Baronoff; ANCR: Michael Fitzmaurice; PROD: \$10,000; MAR MULTIPULSE: 13.7; Musical variety show with Kaye Orch & singers Barbara Benson & Tony Alamo.

SONGS FOR SALE - from WCBS-TV to CBS net; Sat 9:30-11pm; DEBUT JUNE 30, 1951; SUSTAINING; PROD-CAST: Al Span CBS; DIR: Frank Satenstein; MUSIC: Ray Bloch Orch; SETS: John Ward; MAR MULTIPULSE: 11.5; Steve Allen MC's amateur song-writers' competition; 6 new songs per show sung by 3 top recording stars, with panel of celebrity judges; winning song each week competes in grand finals every 6 weeks from which winner gets his song published & recorded by top people; Dancers Jack Stanton & Betty Luster featured in production numbers; HISTORY: Was seen 10-11pm until "Show Goes On"(seen 9:30-10pm) departed Feb 23. HIATUS STARTS June 28.

TV RECITAL HALL - from WNBT to NBC net; alt Sun 5:30-6pm; DEBUT JULY 1, 1951; SUSTAINING; PROD'N SUPERV: Samuel Chotzinoff NBC; PROD: Charles Polachek NBC; TV DIR: John Block; SETS: Lou Siegel; ANCR: Robert Denton; MAR MULTIPULSE: 3.6; Features top concert stars in recital; HISTORY: Serious musical program had been seen at various times, the current schedule becoming effective May 18.

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EXTRA COPIES: \$3 each for subscribers; \$5 each otherwise.....







THIS IS MUSIC - from WGN-TV Chicago to 3 DuM sta; Thu 8-8:30pm; DEBUT NOV 29, 1951; SUSTAINING; PROD: JE Faraghan WGN; DIR: Barry McKinley WGN; STAGER: Bob Stebbins; WRITER: Robert Prestegaard; MUSIC: Robert Trendler Orch; Alexander Gray is commentator-host in show highlighting music as an artistic & functional part of modern society; with baritone Bruce Foote, soprano Jacqueline James, pop singers Bill Snary & Jackie Van, The Westwinds Chorus, & dancer Maurice & Margery; MAR MULTIPULSE: 2.2

THOSE TWO - from WNBT to 29 NBC sta plus 18 kine; M-W-F 7:30-7:45pm; DEBUT NOV 26, 1951; SPON: Procter & Gamble(Tide, Camay, Drene) thru Benton & Bowles; AGCY SUP: Walter Craig; PROD: Oliver W. Barbour B&B; DIR: William L. States; MUSIC: Harry Lubin Orch; WRITERS: Johnny Greene, Lee Wainer(1st show), Jerry Marvin, Jack Adrian, Bud Grossman, Hannah Goodman; SETS: Lee Aronsohn; PROD: \$12,000 per week; MAR MULTIPULSE: 10.9; Vivian Blaine & Pinky Lee star, with occasional actors; HISTORY: Martha Stewart will replace Vivian Blaine in June. NO '52 HIATUS.

VOICE OF FIRESTONE - from WNBT to 42 NEC sta plus 1 kine; Mon 8:30-9pm(Simulcast); DEBUT OCT 1949; SPON: Firestone Tire & Rubber thru Sweeney & James(Akron); PROD: Charles Polachek NBC; DIR: Steve Marvin NBC; STAGER: Felix Brentano; PROG ASST: Denise Flynn; MUSIC: Howard Barlow; SETS: Bill Molyneux; ANCR-NARRATOR: Hugh James; PROD: \$15,000; MAR MULTIPULSE: 13.3; NO HIATUS IN '51; musical show with name opera singer as guest each week, with chorus & extras. NO '52 HIATUS.

WAYNE KING SHOW - from WNBQ Chicago to 8 NBC sta plus 2 kine(not on WNBT); Thu 10:30-11pm; DEBUT SEPT 29, 1949; SPON: Standard Oil Co of Indiana thru McCann-Erickson; PROD: Andy Christian; DIR: Dave Brown; ASST DIR: Dave Waters; WRITERS: Dave Brown & Larry Johnson; CHOREOG-STAGER: Joan Woodruff; SETS: Kurt Nation COSTUMES: Dhu Wray; CHORAL DIR: Don Large; Wayne King & Orch, with the Don Large Chorus & singers Nancy Evans & Harry Hall; PROD: \$7500; MAR MULTIPULSE: 25.4.

YOUR HIT PARADE - from WNBT to 34 NBC sta plus 22 kine; Sat 10:30-11pm; DEBUT JULY 1950; SPON: Amer Tobacco(Lucky Strike) thru BBD&O; AGCY SUP-PROD-CAST: Dan Lounsbery & Ted Fetter BBD&O; DIR: Clark Jones NBC; SCRIPTS: Bill Nichols BBD&O; MUSIC: Raymond Scott Orch; CHOREOG: Tony Charmoli; SETS: Paul Barnes; CHORAL DIR: Gene Lowell; CHORAL ARRANGER: Ray Charles; COSTUMES: Sal Anthony; ANCR: Andre Baruch; PROD: \$22,000; MAR MULTIPULSE: 24.7; HIATUS IN '51; Show featuring top tunes of the week with Eileen Wilson, Snooky Lanson, Dorothy Collins, The Hit Paraders & dancing chorus. HIATUS after July 5; repl by "Assignment: Manhunt" in both '51 & '52

#### TALENT SHOWS

BATTLE OF THE AGES - from WABD to 12 DuM sta; Tue 9-9:30pm; DEBUT JAN 1, 1952; SPON: Serutan & Geritol thru Franklin Bruck; PKGR-PROD-CAST: Norman Livingston for ATV Films; DIR: Frank Bunetta DuM; WRITER: Tom Murray; MUSIC: Al Finelli Orch; ANCR-MC: John Reed King; AGCY COMMLS: Sherman Lurie at FB; John Reed King MC's show which presents 2 vets competing against 2 youngsters of show biz, audience applause determines winner; PROD: \$3500; MAR MULTIPULSE: 4.9. DROPPED Jun 17

CHANCE OF A LIFETIME - from WJZ-TV to 27 ABC sta plus 10 kine; Thu 8:30-9pm; DEBUT SEPT 1950; SPON: P Lorillard(Old Gold Cigs) thru Lennen & Mitchell; AGCY SUP: George Tompkins; PKGR-SUPERV PROD-CAST: Robert Jennings Prods; PROD: Herb Moss; DIR: Lou Sposa; WRITER: Bob Quigley; MUSIC: Bernie Leighton Orch; SETS: Willis Conner; 3 talent-tested candidates from show biz vie for cash prizes & opportunities for stardom in chosen field; Dennis James MC's; HISTORY: 1st MC was John Reed King, sponsor was Bendix until Nov 28, 1951; Joseph Biviano conducted orch. NO '52 HIATUS

HOLLYWOOD SCREEN TEST - See page 6.







ORIGINAL AMATEUR HOUR - from WNBT to 41 NBC sta plus 17 kine; Tue 10-10:45pm; DEBUT JAN 1948; SPON: Old Gold thru Lennen & Newell (new agcy name) COMMLS: George Tompkins; PKGR: Reemack Prod'ns; PROD: Lou Goldberg, Reemack; DIR: Lloyd Marks, Reemack; TECH DIR: Stoddard Dentz; CAST: Goldberg & Marks; ANCR: Dennis James; MUSIC: Dorothy Marks & Harry Merker, duo-pianists; PROD: \$8500; MAR MULTIPULSE: 18.8; NO HIATUS IN '51; Ted Mack MC's amateur contest; HISTORY: Was seen 10-11pm until Fall '51 when Bob Considine Show took over last 15 minutes. NO HIATUS.

TALENT SCOUTS - from WCBS-TV to 21 CBS sta plus 3 kine; Mon 8:30-9pm; DEBUT DEC '48; SPON: Lipton's Tea thru Young & Rubicam; AGCY SUP: William J. Carlihan Jr; PROD-DIR: Jack Carney CBS; CAST: Esther Stoll CBS; WRITER: Chuck Horner; MUSIC: Archie Bleyer Orch; SETS: Ben Wampler; PROD: \$6500; MAR MULTIPULSE: 38.1; Arthur Godfrey MC with laymen presenting talented amateurs & professionals; NO HIATUS IN '51, Herb Shriner subbed for Godfrey over the summer. NO '52 HIATUS. Sub for God'y

TV TEEN CLUB - from WFIL-TV Phila to 13 ABC sta plus 39 kine; Sat 8-8:30pm; DEBUT JUNE 1950; SPON: Nash-Kelvinator thru Geyer Newell & Ganger; AGCY SUP: FA Long; PKGR: ABC-TV; PROD-WRITER-CHOREOG: Skipper Dawes WFIL; DIR: Art Stober; CAST: Paul Whiteman; MUSIC CONDUCTOR: Bernie Lowe; SETS: Nat Elkitz; ANCR(Nash): Kevin Kennedy, (Kelvinator): Bob Sherry; PROD: \$8500; MAR MULTIPULSE: 9.8; NO HIATUS IN '51; Paul Whiteman, MC, with singers Nancy Lewis & Junie Keegan, in production numbers, plus 8 or 9 amateur contestants; HISTORY: Amer Dairy Assn spons'd 1/2 hr until June 9 '51 when current sponsor picked up; program changed from 8-9pm to current schedule Winter '51; Was directed by Ward Byron & Robert Doyle, Prod by C. Bishop.

YE QUARTET TIME - on WOR-TV only; Sat 8:30-8:45pm; DEBUT APR 5, 1952; SUSTAINING; PROD-DIR-CAST: Tiny Fairbanks WOR; Tiny Fairbanks, MC, presents 2 barber shop quartets weekly over 4-wk period, 5th wk the 2 winning quartets compete for grand prize; prizes include: pipes, watches, men's clothes, etc.

#### AUDIENCE PARTICIPATION

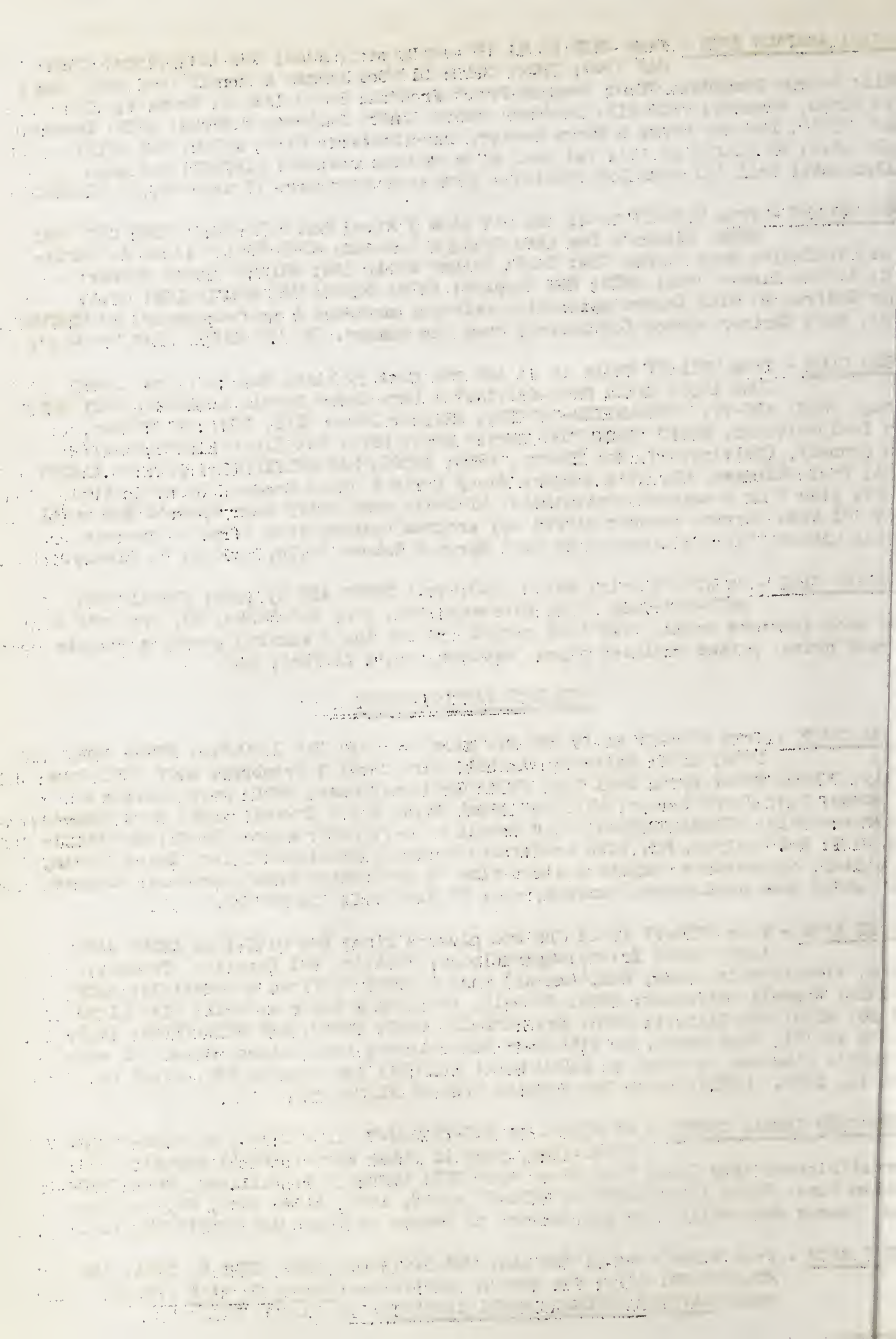
BEAT THE CLOCK - from WCBS-TV to 13 CBS sta plus 22 kine; Sat 7:30-8pm; DEBUT MAR 1950; SPON: Sylvania Electric thru Cecil & Presbrey; AGCY SUP: John Donnelly; COMMLS PROD: Byron Paul CBS; PKGR: Goodson-Todman; PROD: Mark Goodson & Bill Todman; DIR: Jerry Schnur; WRITERS: Frank Wayne & Bob Howard; ANCR: Bern Bennett; SETS: Grover Cole; MERCHANDISING: Nancy Sewell at G-T; PROD: approx \$6500; MAR MULTIPULSE: 16.9; Bud Collyer, MC, with assistants Roxanne, Madeleine Tyler, Bette Calvin, Bill Shipley; contestants compete against time in performing type questions; winners receive large home appliances, cameras, etc. NO HIATUS IN '51 or '52.

BREAK THE BANK - from WCBS-TV to 22 CBS sta plus 33 kine; Sun 9:30-10pm DEBUT JAN 1949; SPON: Bristol-Myers(Ipana, Vitalis, Sal Hepatica, Trushay, Bufferin, Vitalis Hair Cream, Mum, Ammens) thru Doherty Clifford & Shenfield; AGCY SUP-COMMLS: Russell Ambruster; PKGR: Ed Wolf; PROD: Jack Rubin at Wolf; DIR: Lloyd Gross CBS; ANCR: Win Elliott; SETS: Bob Markell; PROD: \$7500; MAR MULTIPULSE: 16.8; NO HIATUS IN '51; Bert Parks, MC with host Bud Collyer; cash prizes, amount of each contestant's winnings is added to \$1000 bank; HISTORY: 1st seen on NBC, moved to CBS Jan 13, 1952. MUSIC: Peter Van Steeden Orch NO HIATUS '52.

KNICKERBOCKER CANDID CAMERA - ON FILM - on WJZ-TV M-W-F 7:15-7:30pm, on WCBS-TV Tue 10:30-11pm, plus 11 other spots; SPON(4 spots): Ruppert's(Knickerbocker Beer) thru Biow; AGCY SUP: Lawrence D. Milligan; PKGR-PROD-DIR: Allen Funt; DEBUT 1949; DEBUT on WCBS-TV Apr 8, 1952; Allen Funt, MC, catches people & teases same while they are unaware of camera on them; MAR MULTIPULE: 3.0.

STRIKE IT RICH - from WCBS-TV to 21 CBS sta; Wed 9-9:30pm; DEBUT JULY 4, 1951; MAR MULTIPULSE: 21.7; For prod'n credits see Strike It Rich listing under DAYTIME AUDIENCE PARTICIPATIONS. NO HIATUS '52.







TV AUCTION CLUB - on WOR-TV only; Wed 7:30-8pm; DEBUT APR 9, 1952; \*NOTE: CHANGES  
TIME MAY 14 to 9:15-9:45pm; SPON: Participations; PKGR-PROD:  
Charles King Prod'ns; DIR: Jerry Freedman WOR; MUSIC: Walter Fleisher Orch; MERCHAN-  
DISING: Eleanore Monroe, WOR; Johnny Olsen, MC, with singers Johnny Thompson & Eileen  
Woods; Olsen introduces various items on which TV home audience may bid with their  
special "TV auction bucks" received in connection with purchases at local stores.

WHAT'S MY NAME - from WNBT to 31 NBC sta plus 15 kine; Mon 8-8:30pm; DEBUT SEPT '50;  
SPON: Avco Mfg(Crosley) thru Benton & Bowles, and Speidel(Watch  
Bands) thru SSC&B; AGCY SUP(SSC&B): Jack Van Nostrand, (B&B): Ken McAllister; PKGR:  
Louis G. Cowan; EXEC PROD: Sherman Marks, Cowan; DIR: Harold Eisenstein; CAST: Marcy  
Marks; MUSIC: John Gart Orch; WRITERS: Paul Winchell, Franklin Jones, Bud Burtson;  
ANCR: Ted Brown; SETS: Perry Watkins; COSTUMES: Ruth Morley; PROD: \$10,000; MAR  
MULTIPULSE: 16.6; HIATUS IN '51; Ventriloquist Paul Winchell, "Jerry Mahoney", singer-  
comedienne Dorothy Claire; studio audience guess names of famous personalities  
through skits acted by professionals. Home viewers participate by mail. HIATUS - 6/30.

YOU ASKED FOR IT - from KECA-TV H'wood to 12 ABC sta plus 8 kine; Mon 9-9:30pm; DEBUT  
JAN 1951; SPON: Rosefield Packing Co, Good Foods Inc, Skippy  
Peanut Butter thru Guild Bascom & Bonfigli; PKGR-PROD: Oxarart & Steffner Inc, Hwd;  
DIR: Allen Buckley; WRITERS: Cran Chamberlain & Maury Cohen; MUSIC: Lloyd Del  
Castillo Orch; PROD: \$5000; MAR MULTIPULSE: 6.4; NO HIATUS IN '51; ANCR: Ed Reimers;  
Art Baker MC features personalities picked by written audience requests; HISTORY:  
1st seen on DuM net, debut on ABC Dec 10, 1951. NO HIATUS '52.

YOU BET YOUR LIFE - ON FILM - from WNBT to 27 NBC sta plus 34 other spots; Thu 8-  
8:30pm; DEBUT OCT 1950; SPON: DeSoto-Plymouth Dealers thru BBD&O;  
AGCY SUP: Nate Tufts; PKGR-PROD: John Guedel, H'wood; DIR: Bob Dwan & Bernie Smith;  
MUSIC: Jerry Fielding Orch; FILMED BY Filmcraft Prod'ns; ANCR: George Fenneman;  
Groucho Marx MC's comedy quiz with studio audience; cash prizes; PROD: \$12,000;  
HIATUS IN '51. HISTORY: June 28-Sept 27 '51, was replaced by "It Pays To Be Ignorant"  
Starting June 19, "The Best of Groucho" - repeat of earlier shows - fills in 13 weeks.

#### PANEL QUIZ

DOWN YOU GO - from WGN-TV Chicago to 8 DuM sta; Fri 9-9:30pm; DEBUT APR 30, 1951;  
SPON: P Lorillard(Old Gold) thru Lennen & Newell; AGCY SUP: Charles  
Harrell; PKGR: Louis G. Cowan; PROD: Gail Compton WGN; DIR: Barry McKinley; WRITER:  
Bergen Evans; ANCR: Dennis James; PROD: \$4500; MAR MULTIPULSE: 5.2; Dr. Bergen Evans  
moderates quiz with panelists Robert Breen, Francis Coughlin, Toni Gilman & Carmeli-  
ta Pope, occasional guests. HISTORY: Local show in Chicago became net last summer  
as replacement for "Ellery Queen", then on DuM. Sponsor drops program in July.

DRAW TO WIN - from WCBS-TV to CBS net; SUSTAINING; Tue 8:30-9pm; PROD SUPERV: Marlo  
Lewis CBS; PKGR-PROD: Winston O'Keefe & Joel O'Brien; DIR: Joel  
O'Brien; SETS: John Eberhardt; Henry Morgan MC's cartoon charade quiz in which panel  
members take turns in sketching each question; cartoonists Bill Holman & Abner Dean  
are regulars, with 1 other professional cartoonist & 1 show biz amateur cartoonist  
as guests. DEBUT APR 22, 1952. LAST SHOW JUNE 10.

IT'S NEWS TO ME - from WCBS-TV to 20 CBS sta plus 4 kine; Fri 9:30-10pm; DEBUT JULY  
2, 1951; SPON: General Foods(Sanka) thru Y&R; AGCY COMMLS: Ben  
Maugham; PKGR-PROD: Goodson-Todman; DIR: Jerome Schnur CBS; CAST: Barbara Olson G-T;  
SETS: Paul Sylbert; SHOW ANCR: Bob Sherry; COMMLS ANCR: Win Elliot; COMMLS HOSTESS:  
Margaret McKay; John Daly moderates quiz dealing with current events; panelists seen  
almost regularly include Quincy Howe, Anna Lee, John Henry Faulk, Robin Chandler;  
Actor-writer Frank Wayne gives dramatic monologues illustrating questions; PROD:  
\$4500; MAR MULTIPULSE: 19.8; HISTORY: Was seen Mon 9:30-10pm, changed to current  
time Apr 4, 1952. Moves to Sun 6:30-7pm as summer replacement for See It Now;  
will be sponsored on alternate weeks in the Fall by Simmons Mattress thru Y&R in  
a Friday night time slot(CBS-TV 10:30-11pm).







LIFE BEGINS AT 80 - from WABD to DuM net; SUSTAINING; Fri 8:30-9pm; DEBUT JAN 1950;  
PKGR-PROD: Barry-Enright; DIR: David Lowe DuM; Jack Barry MC's  
with 3 men & 2 women guests over 80 yrs who discuss problems sent in by viewers;  
PROD: \$3500; MAR MULTIPULSE: 4.7; NO HIATUS IN '51; HISTORY: 1st seen on ABC, spon by  
Arnold Bakers, show moved to DuM Mar 14, 1952. NO HIATUS '52.

THE NAME'S THE SAME - from WJZ-TV to 14 ABC sta plus 27 kine; Wed 7:30-8pm; DEBUT  
DEC 5, 1951; SPON(alt): Avco Mfg(Bendix Home Appliances) and  
CA Swanson(Canned & Frozen Poultry, and Margarine) thru Tatham-Laird Chicago; AGCY  
SUP: Larry Holcomb; PKGR-PROD: Goodson-Todman; PROD MGR: Jean Hollander; ASSOC PROD:  
Peter Arnell; DIR: Jerome Schnur G-T; ANCR: Lee Vines; PROD: \$5000; MAR MULTIPULSE:  
10.8; Robert Q. Lewis MC's with panel regulars Joan Alexander, Abe Burrows, Meredith  
Willson & Hal Block who guess the names of guests whose names are the same as those  
of notables, living or dead. NO '52 HIATUS.

PANTOMIME QUIZ - from KNBH H'wood to 15 NBC sta plus 14 kine; Wed 10-10:30pm; DEBUT  
FEB 1950; SPON: RJ Reynolds(Camel Cigs) thru Wm Esty; AGCY SUP: Al  
Foster; PKGR-PROD: Mike Stokey H'wood; DIR: Bill Bennington; ASST PROD: John Hueners;  
STOKEY NY REP: Sundel Frank; AGCY COMMLS: Stan Lomas, Esty; PROD: \$5000; MAR MULTI-  
PULSE: 9.8; Mike Stokey, MC, with 4 regular panelists & 4 guests in unrehearsed  
pantomime skits; Sandra Spence keeps score; "regulars" seen most frequently include  
Jackie Coogan, Fritz Feld, Vincent Price, Hans Conreid, Adele Jergens; HISTORY: LAST  
SHOW ON NBC MAR 26, 1952, returns July 4 on CBS as summer replacement for "My Friend  
Irma", 8:30-9pm.

QUICK ON THE DRAW - from WABD to DuM net; SUSTAINING; Tue 9:30-10pm; DEBUT APR 1950;  
PROD: Kermit Schafer & DuM; DIR: David Lowe DuM; Robin Chandler  
MC's cartoon charade quiz with cartoons drawn by Bob Dunn; uses 3 or 4 name guests  
on panel; MAR MULTIPULSE: 3.4; HIATUS IN '51; HISTORY: On WNBT Thu 11-11:30pm, alt  
with Talent Search; became weekly on WNBT after Talent Search departure; moved to  
DuM Jan 1, 1952; Eloise McElhone was MC on WNBT; Betty Furness was permanent panelist

TWENTY QUESTIONS - from WABD to 9 DuM sta plus 9 kine; Fri 8-8:30pm; DEBUT NOV 1949;  
SPON: Mennen(Mennen's Skin Bracer, Shave Cream, Spray Deodorant)  
thru Kenyon & Eckhardt; AGCY SUP-COMMLS: Al Tennyson; PKGR: Fred Vandeventer; DIR:  
Harry Coyle DuM; ANCR: Frank Waldecker; PROD \$6500; MAR MULTIPULSE: 11.4; The popular  
game with Bill Slater as MC, & panelists Florence Renard, Johnny McPhee, Herb  
Polesie & Fred Vandeventer; HISTORY: Was seen on WOR-TV & ABC-TV net outside of NY,  
spons'd by Ronson; moved to DuM July 6 '51. Current contract is for 5 years, with  
no hiatus.

WHAT IN THE WORLD - from WCAU-TV Phila to CBS net; SUSTAINING; Sun 4:30-5pm; PKGR:  
WCAU-TV & Charles Vanda; PROD: Robert A. Forrest WCAU; DIR:  
Glenn Bernard WCAU; MAR MULTIPULSE: 5.2; Dr. Froelich Rainey & Dr. Alfred Kidder  
alternate as moderator in quiz & discussion on rare museum pieces; Dr. Schuyler  
Camann, Dr. Wilton Krogman & Dr. Carleton Coon & 1 guest on panel. DEBUT OCT 7, '51.

WHAT'S MY LINE - from WCBS-TV to 21 CBS sta plus 6 kine; Sun 10:30-11pm; DEBUT FEB  
2, 1950; SPON: Jules Montenier(Stopette & Poof) thru Earle Ludgin  
Chicago; PKGR: Goodson-Todman; PROD: Bob Bach, G-T; DIR: Franklin Heller CBS; CAST:  
Bob Bach; SETS: John Ward; PROD: \$6000; MAR MULTIPULSE: 24.2; John Daly moderates  
with panel guessing occupation of guests, also uses 1 'mystery guest' famous name;  
Panel includes Dorothy Kilgallen, Bennett Cerf, Arlene Francis & Hal Block; NO HIATUS  
IN '51 or '52.

WHAT'S THE STORY - from WABD to DuM net; SUSTAINING; Tue 10:30-11pm; DEBUT JULY 25,  
1951; PROD-DIR: David Lowe DuM; Walter Kiernan moderates as 'city  
editor' with panel of outstanding members of the working press.

ROSS REPORTS



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WHO SAID THAT? - from WNBT to 10 NBC sta plus 4 kine; Mon 10:30-11pm(kine seen on WNBT following Sat 7-7:30pm); DEBUT JAN 1950; SUSTAINING; PROD: Ann Gillis, NBC Public Affairs Dept; DIR: Martin Hoade NBC; TECH DIR: Noel Warwick; ANCR: Bob Warren; MAR MULTIPULSE: 11.6; Walter Kiernan, moderator, with Bill Henry as panel member plus 3 name guests.

### INTERVIEW SHOWS

BROADWAY TO HOLLYWOOD - from WABD to 3 DuM sta plus 5 kine; Thu 8:30-9pm; DEBUT JAN 1950; SPON: Tydol & Veedol thru Lennen & Mitchell; AGCY SUP: Charles Harrell; PROD: Ted Hammerstein DuM; DIR: Pat Fay DuM; WRITER: Eddie Higgins; NEWS ED: Jack Roane & Frank Savage; MUSIC: Buddy Weed Trio; ANCR: Cy Harrice; MAR MULTIPULSE: 5.5; NO HIATUS IN '51; Bill Slater, MC, interviews news personalities, comments on books, plays, films; 2 singers.

DINING OUT WITH DANA - on WJZ-TV only; Fri 6:45-6:55pm; DEBUT OCT 16, 1951; SPON: Canada Dry thru JM Mathes; AGCY SUP: William T. Okie; PKGR: Robin L. Moore Jr; PROD: Moore & Dick Gordon; DIR: Roger Shope ABC; ANCR: Ray Morgan; MAR NY TELEPULSE: 1.7; Robert W. Dana, NY Telegram-Sun night-club writer, interviews restaurant hosts & occasional celebrity guests assisted by Anne Russell; HISTORY: Was seen alt Tue 7:15-7:30pm; Anne Russell replaced Beverly Lawrence.

ELOISE SALUTES THE STARS - on WPIX Thu 2:15-2:30pm, kine seen 10 days later on WCBS-TV; DEBUT NOV 1949; SPON: Doeskin Products(Tissues, Dinner Napkins) thru Federal; AGCY SUP-COMMLS: Eleanor Larsen; PKGR-PROD: Juliet & Lester Lewis; DIR: Lou Florence WPIX; PROD: \$2000; MAR NY TELEPULSE: 2.0; NO HIATUS IN '51; Eloise McElhone interviews 1 celebrity guest; HISTORY: 1st seen on DuM, moved to WPIX Mar 13, 1952.

NEW YORK CLOSE-UP - on WNBT only; Mon thru Fri 6:30-6:45pm; DEBUT SEPT 1950; SPON: Participations; PROD: Kay Elliott NBC; DIR: William Harbach NBC; MAR NY TELEPULSE: 5.0; HIATUS IN '51; Jinx Falkenburg McCrary interviews guests from all professions; HISTORY: Was seen 6:30-6:55pm M thru F until Mar 10, 1952 when Tex McCrary left program to concentrate on Eisenhower campaign.

NICK KENNY SHOW - from WNBT to NBC net; SUSTAINING; Sat 3:45-4pm; PROD: Albert McCleery NBC; DIR: Bob Wilbor NBC; ASSOC PROD: Charles Kenny, Daily Mirror; SETS: Dick Senie; Nick Kenny interviews guest from sports & show biz; DEBUT JULY 18, 1951. LAST SHOW May 24.

NOSE FOR NEWS - on WOR-TV only; Wed & Fri 2:30-2:45pm; SUSTAINING; PKGR-PROD: Fred Darwin; DIR: Mel London; MAR NY TELEPULSE: 1.5; Fred Darwin intervws newspaper photographers about the art of taking news pictures; DEBUT JUNE 11, 1951.

STORK CLUB - from WCBS-TV to 17 CBS sta plus 16 kine; Tue & Thu 7:45-8pm; DEBUT JUNE 1950; SPON: Liggett-Myers(Fatima Cigs) thru Cunningham & Walsh; AGCY SUP: Jack Tarleton & Bob Rogers; PKGR: Stork Club; PROD: Mike Dutton; PROD ASST: Sally Dawson; DIR: Rai Purdy CBS; ANCR: George Bryan; MUSIC: Dutch Adler(harpist); PROD: \$5000; MAR MULTIPULSE: 9.8; NO HIATUS IN '51; Sherman Billingsley interviews celebrity guests. HIATUS STARTS IN JULY.

TED STEELE SHOW - on WPIX only; Mon thru Fri 2:30-5pm(on baseball days seen 8:30-10:30pm); DEBUT MAY 1950; SPON: Participations; PROD-DIR-CAST: Ted Estabrook at WPIX; Ted Steele, MC, plays organ, piano, sings; interviews guests from all professions; fashion & food hints; some variety acts; NO HIATUS IN '51 or '52.

ON THE LINE WITH CONSIDINE - from WNBT to 20 NBC sta; Tue 10:45-11pm; DEBUT JAN 1951; SPON: Mutual Benefit, Health & Accident Assoc of Omaha thru Bozell & Jacobs(Omaha); AGCY SUP: Harold Fair; PROD: Clarence Thoman NBC; DIR: Martin Hoade NBC; ANCR: Bob Denton; Bob Considine intvws guests with human interest stories; Was seen Sat 5:45-6pm until Fall '51; new time in last 1/2 hr of Ted Mack Show.

ROSS REPORTS



DECLARATION

I, the undersigned, do hereby declare that the foregoing is a true and correct copy of the original as the same appears in the records of the Department of the Interior, Bureau of Land Management, at Washington, D.C.

Witness my hand and the seal of the Department of the Interior, at Washington, D.C., this 1st day of January, 1901.

Very truly yours,  
[Signature]  
[Title]

Subscribed and sworn to before me this 1st day of January, 1901.

Notary Public for the District of Columbia

My commission expires the 1st day of January, 1902.

Attest:  
[Signature]  
[Title]

Notary Public for the District of Columbia

My commission expires the 1st day of January, 1902.



WE, THE PEOPLE - from WNBT to 31 NBC sta plus 7 kine; Fri 8:30-9pm; DEBUT JUNE 1948;  
SPON: Gulf Oil(all products) thru Y&R; AGCY COMMLS: Bill Whitman;  
PROD: Frank Telford, Y&R; DIR: Preston Wood Y&R; CAST: Wood & Robert Pigott Y&R;  
WRITER: Adrian Spies; STORY ED: Hugh Beach; MUSIC: Mrs. Oscar Bradley Orch; COMMLS  
PROD: David Berman; SETS: Melvin Bourne; MAR MULTIPULSE: 16.9; Dan Seymour, MC, in-  
terviews people with newsworthy & human stories; occasional dramatic sketches;  
HIATUS IN '51; \*NOTE: Starting May 9 and through the nat'l political conventions &  
November elections show will be taken over by Life Magazine, program will be  
supervised by Sidney James at Life, with Life editorial staff. NO '52 HIATUS.

WHAT'S PLAYING - on WJZ-TV only; SUSTAINING; Mon thru Thu 6:45-6:55pm; PKGR: Demby  
Co; PROD: Emanuel Demby; DIR: Charles Adams at Demby; MAR NY TELE-  
PULSE: 3.7; John Conte MC's show using film clips from current NY movie theater fare,  
also intvws stars from movies being highlighted; HISTORY: John Conte replaced Maggi  
McNellis as MC Mar 24; DEBUT SEPT 3, 1951.

### PUBLIC AFFAIRS & FORUMS

AMERICAN FORUM OF THE AIR - from WNBW Wash to 16 NBC sta plus 3 kine; Sun 2:30-3pm;  
DEBUT OCT 1949; SPON: Bohn Aluminum thru Zimmer Keller,  
Detroit; PKGR-PROD: Theodore Granik; DIR: Carl Degan, WNBW; PROD: \$2700; MAR MULTI-  
PULSE: 6.3; Theodore Granik moderates discussion on significant issue with 2 govern-  
ment officials; on occasion Frank Blair subs for Granik; NO HIATUS IN '51; PROGRAM  
IS SIMULCAST; HISTORY: Was sustaining until May 1951 when Bohn took over.

AMERICAN INVENTORY - from WNBT to 15 NBC sta plus 6 kine; Sun 1:30-2pm; DEBUT JULY  
1, 1951; PRESENTED BY NBC & Alfred P. Sloan Foundation; PKGR:  
Teleprograms Inc; PROD: Bill Hodapp for Teleprograms; DIR: Charles Christensen NBC;  
ASSOC PROD: Bob Wald; ANCR-NARRATOR: Ray Morgan; CAST: Hodapp & Wald; MAR MULTIPULSE:  
3.7; adult education show has experimental format, sometimes uses important American  
figures in discussion, special films, or experiments in TV drama technique with  
professional actors. OFF MAY 25 - RETURNS JUNE 26 for vacationing One Man's Family.

AMERICA'S TOWN MEETING - from WJZ-TV to 6 ABC sta plus 2 kine; SUSTAINING; Sun 6:30-  
7pm; PROD: Phil Traum, Town Hall; DIR: Bob Doyle, ABC;  
George V. Denny Jr. moderates program presenting outstanding personalities from all  
parts of Amer life, format based on town meeting of colonial days; HISTORY: Was  
sponsored by Reichold Chemicals thru MacManus John & Adams until Apr 20, 1952;  
DEBUT JAN 27, 1952. DROPPED IN JUNE.

THE AUTHOR MEETS THE CRITICS - from WABD to 6 DuM sta; SUSTAINING; Thu 10:30-11pm;  
DEBUT JUNE 1947; PKGR: Kagan Corp; PROD'N SUP: Jerome  
Coopersmith at Kagan; PROD: Martin Stone at Kagan; DIR: Harry Coyle, DuM; PROD:  
\$3000; MAR MULTIPULSE: 5.1; Quentin Reynolds moderates discussion of current book  
with the author sharing his chair while 2 critics - pro & con - air their views;  
HISTORY: Was seen on WNBT only at various times until Dec 30, 1951, debut on DuM  
Jan 3, 1952; previous moderators were Barry Gray & Faye Emerson.

BATTLE REPORT - WASHINGTON - from WNBW Wash to 9 NBC sta; SUSTAINING; Sun 2-2:30pm;  
DEBUT FALL 1950; PROD-DIR: Ted Ayers, WNBW; ASST PROD:  
Jean Montgomery; ASST DIR: Bob Corwin; WRITER: Lou Hazam WNBW; ANCR: Bob McCormack;  
FILM ED: Bill Brooks & Bill McDonald; ART DIR: Joseph Ferrier; COMMENTARY: David  
Brinkley & John Batchelder; NO HIATUS IN '51; MAR MULTIPULSE: 3.4; John Steelman  
moderates program with government officials as guests.

BETWEEN THE LINES - on WOR-TV only; Sat 7:30-8pm; DEBUT APR 1951; SPON: Assoc Food  
Stores(various products) thru Co-Ordinated Advt; PROD: Lester  
"L" Wolff & Adele Rappaport, C-A; NY TELEPULSE: 1.7; NO HIATUS; Mr. Wolff moderates  
with controversial figures in the news as guests, Eugene F. Bannigan is perm. panlst.  
HISTORY: On WPIX until Oct '51.



THE BOARD OF DIRECTORS OF THE COMPANY, INCORPORATED IN THE STATE OF NEW YORK, DO HEREBY CERTIFY THAT THE FOLLOWING IS A TRUE AND CORRECT STATEMENT OF THE FINANCIAL CONDITION OF THE COMPANY AS AT THE CLOSE OF THE FISCAL YEAR ENDING DECEMBER 31, 1927.

ASSETS

CASH AND DEPOSITS, \$100,000.00

RECEIVABLES, \$50,000.00

INVESTMENTS, \$200,000.00

PROPERTY, \$150,000.00

OTHER ASSETS, \$50,000.00

TOTAL ASSETS, \$550,000.00

LIABILITIES

PAID-UP CAPITAL, \$1,000,000.00

RESERVE FUND, \$200,000.00

DEBTS AND OTHER LIABILITIES, \$250,000.00

TOTAL LIABILITIES, \$1,450,000.00

DEFICIT, \$900,000.00

THE BOARD OF DIRECTORS OF THE COMPANY, INCORPORATED IN THE STATE OF NEW YORK, DO HEREBY CERTIFY THAT THE FOLLOWING IS A TRUE AND CORRECT STATEMENT OF THE FINANCIAL CONDITION OF THE COMPANY AS AT THE CLOSE OF THE FISCAL YEAR ENDING DECEMBER 31, 1928.

ASSETS

CASH AND DEPOSITS, \$120,000.00

RECEIVABLES, \$60,000.00

INVESTMENTS, \$220,000.00

PROPERTY, \$160,000.00

OTHER ASSETS, \$50,000.00

TOTAL ASSETS, \$550,000.00

LIABILITIES

PAID-UP CAPITAL, \$1,000,000.00

RESERVE FUND, \$220,000.00

DEBTS AND OTHER LIABILITIES, \$230,000.00

TOTAL LIABILITIES, \$1,450,000.00

DEFICIT, \$900,000.00

THE BOARD OF DIRECTORS OF THE COMPANY, INCORPORATED IN THE STATE OF NEW YORK, DO HEREBY CERTIFY THAT THE FOLLOWING IS A TRUE AND CORRECT STATEMENT OF THE FINANCIAL CONDITION OF THE COMPANY AS AT THE CLOSE OF THE FISCAL YEAR ENDING DECEMBER 31, 1929.

ASSETS

CASH AND DEPOSITS, \$140,000.00

RECEIVABLES, \$70,000.00

INVESTMENTS, \$240,000.00

PROPERTY, \$170,000.00

OTHER ASSETS, \$50,000.00

TOTAL ASSETS, \$610,000.00

LIABILITIES

PAID-UP CAPITAL, \$1,000,000.00

RESERVE FUND, \$240,000.00

DEBTS AND OTHER LIABILITIES, \$220,000.00

TOTAL LIABILITIES, \$1,460,000.00

DEFICIT, \$850,000.00

THE BOARD OF DIRECTORS OF THE COMPANY, INCORPORATED IN THE STATE OF NEW YORK, DO HEREBY CERTIFY THAT THE FOLLOWING IS A TRUE AND CORRECT STATEMENT OF THE FINANCIAL CONDITION OF THE COMPANY AS AT THE CLOSE OF THE FISCAL YEAR ENDING DECEMBER 31, 1930.

ASSETS

CASH AND DEPOSITS, \$160,000.00

RECEIVABLES, \$80,000.00

INVESTMENTS, \$260,000.00

PROPERTY, \$180,000.00

OTHER ASSETS, \$50,000.00

TOTAL ASSETS, \$670,000.00

LIABILITIES

PAID-UP CAPITAL, \$1,000,000.00

RESERVE FUND, \$260,000.00

DEBTS AND OTHER LIABILITIES, \$210,000.00

TOTAL LIABILITIES, \$1,470,000.00

DEFICIT, \$800,000.00



THE BIG PICTURE - ON FILM - Documentary film series on army life & importance of armed forces today was first seen on WCBS-TV Dec 30, 1951; will be seen on all stations, time to be announced. Currently being seen on WCBS-TV Sun 2-2:30pm, on WOR-TV Sun 10-10:30pm, on WPIX Sun 8:30-9pm; PROD: Army Signal Corps.

BRUNDIDGE CRIME REPORT - on WPIX only; SUSTAINING; Tue 8:30-9pm(not on baseball days); PROD: Harry Brundidge WPIX; DIR: Al Hartigan WPIX; NO HIATUS IN '51; DEBUT APR 1951; Harry Brundidge hosts crime discussion panel with newspapermen & others who have dealt with criminals.

CHRONOSCOPE - from WCBS-TV to CBS net(Mon): 6 live, 12 kine, (Wed): 4 live, 5 kine, (Fri): 4 live, 7 kine; M-W-F 11-11:15pm; DEBUT JUNE 11, 1951; SPON: Longines thru Victor A. Bennett; AGCY SUP-PROD-DIR: Alan Cartoun; EDITOR: Frank W. Taylor; HOST: Frank Knight; PROD: \$3000; MAR MULTIPULSE: 8.5; Discussion of world events with Wm Bradford Huie & guest newsman quizzing a figure in the news.

FOURSQUARE COURT - from WJZ-TV to ABC net; SUSTAINING; Sun 7:30-8pm; PKGR: David Lown Prod'ns & ABC-TV; PROD: David Lown; ASSOC PROD: Albert T. Knudsen; DIR: Seymour Robbie ABC; PROD: \$2000; Norman Brokenshire moderates discussion with masked ex-convicts on parole & members of NY State Parole Board who discuss social problems of the ex-convict. DEBUT MAR 16, 1952. DROPPED in June.

GEORGETOWN UNIVERSITY FORUM - from WTTG Wash to DuM net; SUSTAINING; Sun 7-7:30pm; DEBUT JULY 3, 1951; PROD: DuM & Georgetown University; SUPERV PROD: Father Daniel E. Power SJ at Georgetown Univ; Public affairs discussion with panel & moderator Frank Blair.

HORIZONS - from WJZ-TV to ABC net; SUSTAINING; Sun 1-1:30pm; DEBUT DEC 2, 1951; PRESENTED BY ABC Public Affairs Dept in cooperation with the Communication Material Center of Columbia University Press; Supervised by John W. Pacey(ABC Dir of Pub Affairs) & Erik Bainouw(Col Univ Com Material Center); DIR: Leslie Gorall ABC; Members of Col Univ faculty present their views on contemporary subjects, after which students examine said opinions & offer their own. MAR MULTIPULSE: 1.0. OFF/June

THE HOT SEAT - from WJZ-TV to ABC net; SUSTAINING; Fri 8-8:30pm; DEBUT APR 18, 1952; PKGR-PROD: Stuart Scheftel with ABC-TV; DIR: Seymour Robbie; Stuart Scheftel questions public figures who have incited controversy or who have been subjected to public criticism because of some public action, or failure to act, on their part. DROPPED in June.

KEEP POSTED - from WTTG Wash to 9 DuM sta; Tue 8:30-9pm; DEBUT OCT 9, 1951; SPON: Curtis Publishing(Sat Eve Post, Holiday, Ladies' Home Journal) thru BBD&O; AGCY SUP: Kevin Kennedy; PKGR-PROD: Martha Rountree & Lawrence Spivak; DIR: Vic Guidice; ANCR: Allen Edwards; PROD: \$3000; MAR MULTIPULSE: 5.6; Martha Rountree moderates "man in the street" forum, with guest prominent in world affairs being questioned by panel of private citizens headed by Lawrence Spivak.

MAN OF THE WEEK - from WCBS-TV to CBS net; SUSTAINING; Sun 6-6:30pm; DEBUT SEPT 26, 1951; PROD: CBS News & Publ Affair Dept in coop with George Allen; SUPERV PROD: William R. Workman CBS; DIR: Lloyd Gross CBS; MAR MULTIPULSE: Walter Cronkite, discussion chairman, with George Allen as moderator in show which features 1 outstanding political figure each week.HISTORY: Replaced "The Facts We Face."

MEET THE PRESS - from WNBW Wash to 37 NBC sta plus 5 kine; Sun 4-4:30pm; DEBUT NOV 1947; SPON: Revere Copper thru St. George & Keyes; SUPERV: Maubert St. George; PKGR-PROD: Martha Rountree & Lawrence Spivak; DIR: Carl Degan; ANCR: Hal Roney; PROD: \$5000; MAR MULTIPULSE: 12.8; NO HIATUS IN '51; Martha Rountree, moderator, with Spivak a panel regular, 3 guest newsmen & 1 newsworthy govt or political figure. HISTORY: Last summer an extra show was scheduled Tue 8-8:30 as 1st  $\frac{1}{2}$  hr replacement for Berle's "Texaco Star Theater." Later moved to DuM as "Keep Posted".







ON TRIAL - from WJZ-TV to ABC net; SUSTAINING; Tue 9:30-10pm; DEBUT MAR 1949; PROD: ABC-TV Pub Affairs with Bar Assoc of NYC; DIR: Jack Sameth ABC; EDITOR: David Levitan, NY Bar Assoc; PROD: approx \$1500; MAR MULTIPULSE: 1.7; ANCR: John Hicks; 2 lawyers, 1 witness & 1 judge debate topic of current interest; changes every other week with affirmative debated one week, negative the next; NO HIATUS IN '51 OR '52

PENTAGON - WASHINGTON - from WTTG Wash to 6 DuM sta plus 41 kine; Presented by OPI, Dept of Defense, supervised by Edward Nell Jr; PROD: US Dept of Defense in assoc with DuM Net; PROD-DIR: Capt Hal Keith, US Army; MAR MULTIPULSE: 1.5; Reporters interview key military figures; also documentary film clips, military bands & entertainers; NO HIATUS IN '51; HISTORY: Was seen Sun 8:30-9pm. DEBUT MAY 51.

PRESIDENTIAL TIMBER - from WCBS-TV to CBS net; SUSTAINING; Fri 10:30-11pm; DEBUT APR 4, 1952; PROD: David Zellmer; DIR: Don Hewitt; Declared candidates for presidential nominations in both major political parties are given an opportunity to present each case; order of appearance is decided by drawing straws.

STARRING THE EDITORS - on WABD only; Wed 9:30-10pm; DEBUT NOV 28, 1951; SPON: Grand Union Food Markets & Leading Food Pkgrs thru Badger Browning & Hersey; AGCY SUP: Richard Norman; PROD: Jack Wilchen; DIR: Bill Marceau; Newsmen of divergent opinions discuss critical current issues; with Edwin D. Canham, Ed of Christian Science Monitor as moderator plus 3 guests from Metropolitan newspapers; MAR NY TELEPULSE: 2.2.

SURVIVAL - on WOR-TV only; SUSTAINING; Sun 2:30-3pm; DEBUT MAR 23, 1952; ON FILM; PROD: Off of Civilian Defense; PROD SUPERV'S: Harold Azine & Al Lapin; DIR: John McKercher; Richard Harkness narrates series of 10 1/2 hr films showing work of Office of Civilian Defense; LAST SHOW JUNE 1, 1952.

UNITED - OR NOT - from WJZ-TV to ABC net; SUSTAINING; Tue 9-9:30pm; DEBUT JULY 2, 1951; PROD: ABC Pub Affairs in coop with UN Radio(UNCA); DIR: Emory Kellen, UN Radio; MAR MULTIPULSE: 1.3; Delegates & members of UN Correspondents Assn discuss world affairs, with John MacVane as moderator; HISTORY: Was on ABC radio since 1950 and is now simulcast; originates from Security Council Chambers, Flushing.

WHERE DO YOU STAND? - from WTOP-TV Wash to CBS net; SUSTAINING; Sun 2:30-3pm; DEBUT SEPT 1951; PROD: Charles Von Fremd; ASSOC PROD: Alma Walker; DIR: Larry Beckerman; MAR MULTIPULSE: 6.7; Spotlights internat'l issues, using panel discussions, filmed "specials" & live presentations, with Charles Collingwood & Griffing Bancroft alternating as host-MC; HISTORY: Was known as "The Big Question."

WOR-TV PRESS CONFERENCE - on WOR-TV only; SUSTAINING; Thu 7:30-8pm; DEBUT MAR 1951; PROD: Edythe J. Meserand & WOR-TV News & Special Features Div; DIR: Roger Bower WOR; MAR NY TELEPULSE: 2.9; David Snell moderates panel of 4 newsmen & 1 NYC official in discussion of NYC current events; LAST SHOW APR 17, 1952.

#### EDUCATIONAL SHOWS

GUIDE RIGHT - on WABD only; Mon 9-9:30pm; DEBUT DEC 13, 1951; SPON: US Army(1st Army Military Procurement Service; PROD'N SUPERV: Les Arries Jr; PKGR: 1st Army Mil. Pers. Prcmnt & DuM; PROD: Capt George W. Faust USAF & Sgts 1st Class Thomas Decker & Miles L. Liko; DIR: Harry Coyle DuM; EDITOR: Art Stewart; Army recruiting show features military band, informal discussion of problems pertaining to youth; HISTORY: Was known as "Careers Unlimited."

HEADQUARTERS - NEW YORK - on WNBT only; Sat 1:15-1:30pm; SUSTAINING; DEBUT MAY 1951; PROD: 1st Army Pub Rel Off; DIR: Lt Al Scott USA; PROD for NBC: Peter Affe; DIR for NBC: John Chapin; WRITER: Howard Warrick; TECH LIAISON: Capt Don Biondi USA; MAR NY TELEPULSE: 1.0; Ben Grauer intvws army personnel about phases of army life & training, also uses film; LAST SHOW APR 12, 1952.







HERE'S TO YOUR HEALTH - from WNBT to NBC net; SUSTAINING; 1-a-month times to be announced; DEBUT FEB 10, 1952; PROGRAM SUPERV: Dr. Lester Coleman; PKGR: NBC & NY County Medical Society; PROD: Craig Allen NBC; DIR: Don Hillman NBC; EDITOR: Budd Fishel; NARRATOR: Tom Shirley; Dramatic documentary originates in hospitals, labs, research centers, each dealing with a particular disease; HISTORY: Was seen Feb 10, Feb 23, Mar 23; Alan Neuman directed 1st program.

HOME GARDENER - on WJZ-TV only; SUSTAINING; Sat 1-2pm; DEBUT APR 1950; PKGR-PROD: Phil Alampi ABC; DIR: Fred Carr ABC; MAR NY TELEPULSE: 1.2; NO HIATUS IN '51; Phil Alampi, host, gives step by step advice to amateur gardeners on how & when to plant fruits & vegetables for home consumption.

INDUSTRY ON PARADE - ON FILM - on WNBT & other spots; WNBT: Sat 1-1:15pm; DEBUT MAY 1951; SUSTAINING; PROD: Nat'l Assoc of Mfg; DIR: Art Lodge NBC; MAR NY TELEPULSE: 1.3; Radcliffe Hall & Bob Wilson alt as MC, with special films on current developments in industrial plants; HISTORY: NAM distributes the series to numerous other stations on a spot basis; LAST SHOW ON WNBT APR 12, 1952.

IT'S WORTH KNOWING - on WCBS-TV only; Sat 5:30-6pm; DEBUT FEB 2, 1952; SPON: Nat'l Ed. Assoc(Metropolitan Div, Dept of Audio-Visual Instruction); PKGR: WCBS-TV; PROD: Robert Herridge; DIR: Jon Fogel WCBS-TV; EDITOR: Robert Herridge MAR NY TELEPULSE: 4.2; guest authorities discuss problems of education with films to illustrate; moderators change weekly; HISTORY: Franklin Mathewson of NEA was prod, Ned Cramer of WCBS-TV was dir.

JOHNS HOPKINS SCIENCE REVIEW - from WAAM Baltimore to DuM net; SUSTAINING; Mon 8:30-9pm; PROD: Lynn Poole, Johns Hopkins; ASSOC PROD: Robert Fenwick, JH; DIR: Paul Kane, WAAM; ASSOC DIR: Ed Sarrow, WAAM; ART DIR: Barry Mansfield, WAAM; NARRATORS: Joel Chaseman & Ted Jaffee, WAAM; MAR MULTIPLE: 2.9; Lyne Poole moderates review of contemporary science, featuring scientists from universities & research centers; HIATUS IN '51, but replaced with 7 kines of former programs. DEBUT OCT 1950.

JON GNAGY SHOW - "DRAW WITH ME" - on WNBT only; Sun 12N-12:15pm; DEBUT MAY 1946; SPON: Arthur Brown & Brother(art materials) thru Huber Hoge; AGCY SUP: Cecil Hoge; PKGR: Arthur Brown; PROD: William Einhorn at Brown; DIR: William Reilly NBC; FLOOR MGR: John Lynch; MAR NY TELEPULSE: 12.0; Jon Gnagy, host, instructs in drawing technique. HISTORY: HIATUS IN '51, but was on film from June thru Aug 26.

LEARN TO DANCE - on WABD only; Mon 11:15-11:30pm; DEBUT APR 21, 1952; SPON: Fred Astaire Dance Studios thru AM Sneider; DIR: David Lowe DuM; Fred Astaire dance instructors demonstrate dance steps as taught at FA school.

THE NATURE OF THINGS - from WPTZ Phila to 6 NBC sta plus 1 kine; NOT ON WNBT; Sun 12:45-1pm; SUSTAINING; DEBUT JAN 1949; PKGR-PROD: Dr. Roy K. Marshall WPTZ; NO HIATUS IN '51; Dr. Marshall leads science discussion & demonstration presented for the layman.

YOUTH WANTS TO KNOW - from WNBW Wash to 16 NBC sta plus 2 kine; Sat 5-5:25pm; DEBUT SEPT 8, 1951; SUSTAINING; Presented by NBC & The American Legion; PKGR: Theodore Granik WNBW; DIR: JW Kitchell; ASST DIR: Grant Johnston; MAR MULTIPULSE: 3.9; Theodore Granik moderates discussion between important government figure & audience of high school & college students. Moves to Kate Smith time, Wed 8-8:30pm June 18.

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PRODUCTION COSTS, which are carried on most commercial shows, are estimates only, based on an understanding of the program components. They are approximates & serve only as a gauge of general production expense.







## RELIGIOUS PROGRAMS

FAITH FOR TODAY - from WJZ-TV to 5 ABC sta plus 7 kine; Sun 12:30-1pm; DEBUT MAY '50;  
SPON: Seventh Day Adventists thru Western Advt, Cal; PKGR: Western;  
PROD: Rev. WA Fagal & Elaine Giddings; DIR: Herman Liveright ABC; WRITER: Elaine  
Giddings; MAR MULTIPULSE: 2.0; Rev. WA Fagal gives sermon, preceded by dramatic  
sketch of theme of the day; Gospel singers(male quartet); HISTORY: Summer '51 shows  
featured 3 kine of former shows & Voice Of Prophecy group for 4 shows.

HOOR OF DECISION - from WJZ-TV to 4 ABC sta plus 4 kine; Sun 10-10:30pm; DEBUT SEPT  
30, 1951; SPON: Billy Graham Evangelical Assn thru Walter F.  
Bennett, Chicago; MAR MULTIPULSE: 2.4; Billy Graham preaches & leads Evangelical  
meetings, with choir of mixed voices.

LAMP UNTO MY FEET - from WCBS-TV to 8 CBS sta plus 5 kine; Sun 5-5:30pm; DEBUT NOV  
1948; SUSTAINING; PROD-SCRIPT ED: Isabel Redman CBS; DIR: Martin  
Magner CBS; CAST: Mike Mead & Miss Pat Martin for Robert Fryer CBS; MUSIC: Fred  
Feibel(organ); SETS: Thomas Durkin; MAR MULTIPULSE: 3.1; NO HIATUS IN '51; Dr. George  
Crothers moderates discussion with members of the clergy following dramatization of  
religious problem performed by professional actors.

LIFE IS WORTH LIVING - from WABD to 6 DuM sta plus 12 kine; Tue 8-8:30pm; DEBUT FEB  
12, 1952; SUSTAINING; PROD: Rev. Edwin B. Broderick, Arch-  
diocese of NY; DIR: Frank Bunetta DuM; MAR MULTIPULSE: 2.3; Bishop Fulton J. Sheen,  
Catholic leader, conducts series of lectures based on problems & questions put to  
him in past 20 years.

MORNING CHAPEL - from WABD to WNHC New Haven only; Mon thru Fri 10:15-10:30am; DEBUT  
NOV 1948; SUSTAINING: PKGR-PROD: WABD & Nat'l Council Of Churches;  
SUPERV PROD: Wes Goodman, Nat'l Council of Churches; DIR: Lee Polk DuM; ASSOC DIR:  
Jim Nimmo DuM; MAR NY TELEPULSE: .6; NO HIATUS IN '51; Highlights services of various  
faiths: M-Tu-Th: Natl Council Of Churches, Wed: Con. Frat of Christian Doctrine, Fri:  
American Jewish Committee.

NBC-TV RELIGIOUS HOUR: FRONTIERS OF FAITH - from WNBT to 25 NBC sta plus 12 kine;  
Sun 1-1:30pm; DEBUT OCT 7, 1951; SUSTAIN-  
ING; PROD: NBC in coop with Nat'l Council of Churches of Christ in USA, Nat'l  
Council of Catholic Men, and Jewish Theological Seminary of America; PROD-DIR(for  
NBC): Doris Ann & Martin Hoade; TECH DIR: Ogden Bowman; MAR MULTIPULSE: 2.4; Features  
sermons & devotional music of all faiths. Uses dramatic sketches.

THIS WEEK IN RELIGION - on WABD only; Sun 6-7pm; DEBUT MAR 16, 1952; SUSTAINING; PKGR-  
PROD: DuM Net; DIR: Arnie Wocks DuM; Religious news &  
features highlighted by guests; Jewish, Protestant & Cathloic segments each with an  
editor-commentator; COMMENTATORS: Dr. Abraham N. Franzblau, dean of NY Schools of  
the Hebrew Union College; Rabbi David de Sola Pool, Spanish-Portugese Synagogue;  
Rev. Robbins Wolcott Barstow, Exec Dir of Central Dept of Ecumenical Relations of  
Natl Council of Churches of Christ; Rev. Joseph N. Moody, Prof of modern history at  
Cathedral College.

WORD OF LIFE SONGTIME - from WJZ-TV to 4 ABC sta plus 8 kine; Sat 11-11:30pm; DEBUT  
1948; SPON: Word Of Life Fellowship thru Walter F. Bennett  
(Chi); AGCY SUP: Fred Dinert; PKGR: Word Of Life; PROD: Jack Wyrzten, WOL; DIR:  
Seymour Robbie ABC; MUSIC: Norman Clayton(organ); MAR MULTIPULSE: 2.4; HIATUS IN '51;  
Evangelist Jack Wyrzten & Word Of Life Quartet in program aimed to combat juvenile  
delinquency, with guests who give soul saving testimony.

YOUTH ON THE MARCH - from WFIL-TV Phila to 5 ABC sta plus 9 kine; Sun 10:30-11pm;  
DEBUT OCT 1949; SPON: Young People's Church thru JM Camp, Phila;  
AGCY SUP: John Camp; MAR MULT: 1.3; Rev. Percy Crawford, sermon, mixed choirs.



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DAYTIME PROGRAMS

DAYTIME VARIETY SHOWS

AL PEARCE SHOW - from KNXT H'wood to CBS net; Mon thru Fri 10:45-11:30am; DEBUT FEB 11, 1952; SUSTAINING; PKGR: James L. Saphier; PROD: Stefan Hatos at Saphier; DIR: Bill Sterling CBS; WRITERS: Jack Harvey, Harvard Blake; Carl Gass; MC: Al Pearce; MUSIC: Walter Gress Trio; ANCR: Jay Stewart with: Arlene Harris, Edna Fisher (pianist), Jo Ann Greer (S), Joe Grayson (S); OFF May 9; RETURN June 30

ARTHUR GODFREY TIME - from WCBS to 28 CBS sta; Mon thru Thurs 10:15-10:30am; DEBUT JAN 7, 1952; SPONSOR: Lever Bros (Rinso) thru R&R, (Pepsodent) thru McCann-Erickson; two days each; AGENCY SUP COMMLS: Don McClure, McC-E; PKGR: Godfrey & CBS; PROD: Will Roland (AM & TV); TV DIR: Bob Bleyer; WRITER: Chuck Horner; and others; MUSIC DIR: Archie Bleyer; COMMLS PROD: John Wilkinson for McC-E; DESIGN: Ben Wampler; MC: Arthur Godfrey; ANCR: Tony Marvin with: Janette Davis, Haleloke, Marion Marlowe, Frank Parker, Julius LaRose, The Chordettes, The Mariners (all vocalists); MAR MULTIPULSE: 4.8. Frigidaire (F,C&B) picks up 10-10:15am on June 10.

BERT PARKS SHOW - from WCBS to 43 sta plus 7 kine; Mon Wed Fri 3:30-4pm; DEBUT SEPT 1950; SPONSOR: General Foods (Jell-O, Swans Down Cake Mixes, Birdseye Frozen Foods) thru Young & Rubicam; PKGR: Louis G. Cowan; PROD: Sherman Marks at Cowan; DIR: Bernie Gould, Cowan; CAST: Paul Harrison, Cowan; MUSIC: Bobby Sherwood; DESIGN: Rouben Ter-Arutunian; SCRIPTS: Staff written; MC: Bert Parks; ANCR: Stan Sawyer with: Betty Ann Grove, The Heathertones, Murray "Moonbeam" Schlamm; MAR MULTIPULSE: 5.6; HIATUS IN '51; HISTORY: Moved to CBS on Jan 14, 1952 from NBC (same time slot).

BREAKFAST WITH MUSIC - on WNBT only; Mon thru Fri 9-10am; DEBUT JAN 7, 1952; SUSTAINING; PROD: Johnny Stearns; DIR: Dwight Hemion; MUSIC: Milton De Lugg; DESIGN: Elmer Tag; MC: Morey Amsterdam with: Milton De Lugg, Francey Lane; MAR TELEPULSE: 2.7.

DAVE & CHARLIE SHOW - from KNBH H'wood to 14 NBC sta plus 1 kine (seen "live" in NY - kine on coast); Mon thru Fri 11:30-11:45am; DEBUT JAN 7, 1952; SUSTAINING; PROD: Dave Willock & Cliff Arquette; DIR: John Lyman; ASST DIR: Bob White; MAR MULTIPULSE: 1.8; Dave Willock and Cliff Arquette as homespun country characters making observations on life. Dave and Charlie only characters seen.

GARRY MOORE - from WCBS to 43 sta plus 17 kine; Mon thru Fri 1:30-2:30pm; DEBUT OCT 1950; SPONSOR: Mon: Standard Brands (Compton), Procter & Gamble (Compton), O'Cedar (Y&R); Tue: Best Foods (Earle Ludgin), Procter & Gamble (Compton), General Electric (Y&R); Wed: Standard Brands (Compton), Procter & Gamble (Compton), R.J.Reynolds (Esty); Thu: General Electric (Y&R), Procter & Gamble (Compton), Quaker Oats (Price, Rob'n); Fri: General Electric (Y&R), Standard Brands (Compton), Stokely-Van Camp (Calkins & Holden), Procter & Gamble (Compton); PKGR: CBS; PROD-CAST: Herb Sanford CBS; DIR: Clarence Schimmel; WRITERS: Vincent Bogert, Bill Demling, Ralph Goodman, Roland Scott, Louis Hayward; MUSIC: Harvard Smith; DESIGN: Grover Cole; MC: Garry Moore; ANCR: Durward Kirby with: Denise Lor (S), Ken Carson and guests; MAR MULTIPULSE: 6.5.

KATE SMITH - from WNBT to 47 sta plus 8 kine; Mon thru Fri 4-5pm; DEBUT SEPT 10, 1950; SPONSOR: Mon: Procter & Gamble (D-F-S), Pillsbury (Burnett), Johnson & Johnson (Y&R), Esquire Boot Polish (Mogul); Tue: Procter & Gamble (B&B), Simmons Mattress (Y&R), Singer Sewing (Y&R); Wed: Procter & Gamble (D-F-S), Andrew Jergens (Orr), Durkee Foods (Meldrum & Few), Gerber Foods (D'Arcy), Thu: Procter & Gamble (B&B), Simoniz (SSC&B), Minute Maid (Ted Bates), Hunt Foods (Y&R); Fri: Procter & Gamble (D-F-S), Jergens (Orr), Glidden Paints (Y&R), Toni (FC&B); PROD: Ted Collins; ASSOC PROD: Barry Wood; DIR: Greg Garrison & Bob Eberle; WRITERS: Dorothy Daye, Ed (SHOW STARTS SUMMER HIATUS June 6).

(cont'd next page)



IN SENATE - JANUARY 10, 1911. REPORT OF THE ATTORNEY GENERAL, JAMES C. CLARK, FOR THE YEAR 1910. PART I. GENERAL STATEMENT OF THE BUSINESS OF THE OFFICE.

THE OFFICE OF THE ATTORNEY GENERAL, UNDER THE DIRECTION OF THE SENATE, HAS THE HONOR TO SUBMIT TO YOU THE FOLLOWING REPORT FOR THE YEAR 1910. THE REPORT IS DIVIDED INTO TWO PARTS, THE FIRST OF WHICH CONTAINS A GENERAL STATEMENT OF THE BUSINESS OF THE OFFICE, AND THE SECOND OF WHICH CONTAINS A DETAILED STATEMENT OF THE BUSINESS OF THE OFFICE.

THE FIRST PART OF THE REPORT CONTAINS A GENERAL STATEMENT OF THE BUSINESS OF THE OFFICE. IT SETS OUT THE GENERAL PRINCIPLES OF THE OFFICE, AND THE GENERAL POLICY OF THE OFFICE. IT ALSO SETS OUT THE GENERAL RESULTS OF THE OFFICE, AND THE GENERAL CHARACTER OF THE BUSINESS OF THE OFFICE.

THE SECOND PART OF THE REPORT CONTAINS A DETAILED STATEMENT OF THE BUSINESS OF THE OFFICE. IT SETS OUT THE DETAILED RESULTS OF THE OFFICE, AND THE DETAILED CHARACTER OF THE BUSINESS OF THE OFFICE.

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KATE SMITH (Cont'd) - Brainard, Mel Diamond & Bill Jacobson; MUSIC: Jack Miller;  
CHOREOG: John Butler; CHORAL DIR: Jack Allison; DESIGN: Emeline  
Roche, Larry Kline, Don Shirley; Ted Collins moderates panel discussions; Kate  
Smith sings with John Butler Dancers & Jack Allison Singers. MAR MULTIPULSE 14.1.

KOVACS UNLIMITED - on WCBS-TV only; Mon Thru Fri 12:45-1:30pm; DEBUT APRIL 21, 1952;  
SUSTAINING; SUPERV: Dan Gallagher WCBS; PROD: Ernie Kovacs; DIR:  
Ned Cramer; WRITERS: Andy McKay, Trig Lund & Ernie Kovacs; MUSIC: Eddie Hatrack at  
piano; Ernie Kovacs, with vocalist Edith Adams and Andy McKay and Trig Lund as  
straight men; HISTORY: Kovacs had local show in Philadelphia, replaced Kukla, Fran  
& Ollie during their 1951 summer hiatus on NBC-TV.

THE LARRY CARR SHOW - on WOR-TV only; Wed & Fri 2:30-2:45pm; DEBUT APRIL 16, 1952;  
SUSTAINING; PROD-DIR: Stuart Wilson; Larry Carr, baritone,  
sings.

MEL MARTIN SHOW - from WLW-T(Cincinnati) to the NBC net; Mon thru Fri 10:30-11am;  
SUSTAINING; PROD-DIR: Bob Gilbert WLW-T; ASST DIR: Bob Wayne; Mel  
Martin MC's audience participation breakfast party with Illean Martin as hostess &  
the Bellaires, instrumental trio; DEBUT JAN 7, 1952; MAR MULTIPULSE 2.5.

MEL TORME SHOW - from WCBS-TV to the net; Tue 3:30-4pm; DEBUT SEPT 17, 1951; SUSTAIN-  
ING; PROD: Phil Cohan; DIR: Lloyd Gross; CASTING: Shirley Mellner;  
WRITERS: Jerry Bach, Larry Holfcenter & Herb Reich; MUSIC: Al Pellegrini & Band;  
DESIGNER: Nelson Baume; HISTORY: Program debuted as Color show, became black & white  
Nov 5, 1951 when it was seen Mon thru Fri 4:30-5pm; several different time changes  
since; Mel Torme stars, with the Mello-Larks, singers; Kaye Ballard, comedienne &  
Harry Terry Group, instrumentalists. MARCH MULTIPULSE 4.1.

PAUL DIXON SHOW - from WCPO-TV(Cincinnati) to the ABC net; Mon thru Fri 12:30-1pm;  
SUSTAINING; DEBUT: SEPTEMBER '51; PROD-WRITER: Dick Perry; PROD'N  
DIR: Len Goorian; DIR: Lee Hornback; HISTORY: Show was on sustaining, departed, and  
returned Feb 18, '52; changed to present time schedule on March 17; Paul Dixon, with  
Wanda Lewis, artist; Dottie Mack & Len Goorian in pantomime skits & take-offs of  
popular records. MARCH MULTIPULSE 1.9.

RALPH EDWARDS SHOW - from KNBH(Hwood) to 30 NBC sta; Mon thru Fri 3:30-4pm EST;  
DEBUT: Jan 14, 1952; SUSTAINING; PKGR-PROD: Ralph Edwards; DIR:  
Cal Howard KNBH; ASSOC DIR: Dick Weinberg KNBH; WRITERS: Paul Edwards, Tom Adair, &  
Mort Lachman; WITH: Carole Richards vocalist, Sara Berner actress, Steve Reves, for-  
mer Mr America and the Varieteers, instrumental group; HISTORY: was originally M-W-F  
only; picked up T,Th April '52 when Bill Goodwin Show departed; MARCH MULTIPULSE: 6.8  
BUDGET: Offered at \$2500 per 15 minutes. SUMMER HIATUS STARTS MAY 16.

RUTH LYONS 50 CLUB - from WLW-T(Cinci) to 20 NBC sta; Mon thru Fri 12N-12:30pm; DEBUT: tT  
October 1, 1951; PARTICIPATIONS: A-1 Sauce thru Scheideler, Beck  
& Werner(alt Wed 12:15-12:30pm); PROD: Gene Walz; ASST PROD: Hal Hall; MUSIC: Bert  
Farber & Orch; Ruth Lyons, MC, with Willie Thall helping conduct folkay chatter-type  
program with music, singing, subjects of interest to women; WITH singers Illean  
Martin, Bob Hund, Ernie Lee, Dick Noel, Russ Brown and Marian Spelman. MARCH MULTI-  
PULSE 3.0; NO HIATUS THIS SUMMER.

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HIATUS DATES are carried wherever they could be secured by press time.  
Other issues of ROSS REPORTS during June carry further summer schedule  
data. Status of this issue is of course as of April-May 1952....and is  
offered as a record rather than a current report.







## DAYTIME DRAMATIC SERIALS

THE EGG & I - from WCBS-TV to 28 CBS sta plus 10 kine; Mon thru Fri 12N-12:15pm;  
DEBUT: Sept 3, 1951; SPONSOR: T & Th, P&G (Ivory Flakes) thru Compton;  
AGCY SUPER: Kate Gorman; PROD: Montgomery Ford CBS; DIR: Jack Gage CBS; WRTRS: Manya Starr, Joe Bates Smith, Sam Locke; SETS: Manuel Essman; ANNCR: Allyn Edwards; WITH: Doris Rich & Frank Tweddell as "Ma & Pa Kettle", John Craven, Grady Sutton, & Betty Lynne who replaced Pat Kirkland in March. Nancy Carroll sometimes appears as "mother"; BUDGET: Appr \$15,000 per wk; MARCH MULTIPLULSE: 5.4; P&G picked up sponsorship of Tue & Thu on Feb 26, 1952. NO '52 HIATUS.

THE FIRST HUNDRED YEARS - from WCBS-TV to 38 CBS sta plus 21 kine; Mon thru Fri 2:30-2:45pm; DEBUT DEC 4, 1950; SPON: Procter & Gamble (Tide) thru Benton & Bowles; AGCY SUP: John Clark; PKGR: B&B; PROD-DIR: Everett Gammon B&B; CAST: Ann Howard B&B; WRITER: Jean Holloway; ANCR: Casey Allen; PROD: \$11,500; MAR MULTIPULSE: 5.5; NO HIATUS IN '51; Cast includes Robert Armstrong, Nana Bryant, Jimmy Lydon, Anne Sargent, Valerie Cossart, Dan Tobin; Murray Bolen was producer, Anne Sargent replaced Olive Stacey. LAST SHOW June 27. "Guiding Light" repl.

HAWKINS FALLS, POP. 6,200 - from WNBQ Chicago to 31 NBC sta; Mon thru Fri 5-5:15pm; DEBUT APR 1951; SPON: Lever Bros(Surf) thru NW Ayer; PROD-DIR: Ben Park, WNBQ; WRITER: Bill Barrett; PROD: \$10,250; MAR MULTIPULSE: 9.4; NO HIATUS IN '51; Cast includes Cliff Soubier, Bernadine Flynn, Bruce Dane, Elmira Roessler, Arthur Peterson, Jim Bannon, Frank Dane, Emmett Vogan, Jean Christian & Phil Lord, plus approx 20 others who appear at odd times; Doug Johnson was writer.

LOVE OF LIFE - from WCBS-TV to 41 CBS sta plus 1 kine; Mon thru Fri 12:15-12:30pm; DEBUT SEPT 24, 1951; SPON: Amer Home Products(Anacin, Heet Liniment, Krypton) thru Biow; AGCY SUP: Charles Schenck; COMMLS PROD: Larry Auerbach; PKGR: Biow; PROD: Charles Schenck; DIR: Larry Auerbach; WRITER: John D. Hess; MUSIC: John Gart(organ); SETS: Robert Paddock; MAR MULTIPULSE: 5.6; ANCR: Don Hancock; NARRATOR: Charles Mountain; Cast includes Peggy McCay in leading role, with Paul Potter, Jean McBride, Marie Kenney, Dennis Parnell. NO '52 HIATUS.

SEARCH FOR TOMORROW - from WCBS-TV to 42 CBS sta plus 17 kine; Mon thru Fri 12:30-12:45pm; DEBUT SEPT 3, 1951; SPON: Procter & Gamble(Spic & Span, Joy) thru Biow; AGCY SUP-COMMLS: John Taylor; PROD-DIR-CAST: Charles Irving, Biow; WRITER: Agnes Eckhardt; SETS: Thomas Durkin; ANCR: Jay Jackson; Cast includes John Sylvester, Mary Stuart, Lynn Loring, Cliff Hall, Bess Johnson, Sara Anderson, Les Damon, Ralph Bell, John Gibson; William Redfield was seen in leading role. NO '52 HIATUS.

## DAYTIME AUDIENCE PARTICIPATION

THE BIG PAYOFF - from WNET to 40 NBC sta plus 2 kine; Mon thru Fri 3-3:30pm; DEBUT DEC 31, 1951; SPON(M-W-F only): Colgate-Palmolive-Peet, all product acceptable to NBC, thru Wm Esty; AGCY SUP-COMMLS: Mitchell Johnson; PKGR-PROD: Walt Framer Prod'ns; DIR: Paul Alter, NBC; WRITER-ASSOC PROD: Joseph Gottlieb; TECH DIR: Cliff Paul; MUSIC: Burt Buhrman Trio; ANCR: Mort Lawrence; MERCHANDISING: Mervin Framer & Sid Dubroff at Framer; MAR MULTIPULSE: 7.0; HOST-QUIZZER: Randy Merriman; HOSTESS: Bess Myerson, male viewers tell why women in their lives deserve all that can be bestowed upon them, with best letters getting prizes that include mink coats & all expense paid trip to Paris; Conover models too! An evening version is summer repl for "Comedy Hour" as of June 22....

BRIDE & GROOM - See following page.

CLUB MATINEE - on WJZ-TV only; Mon thru Fri 2:30-3:30pm; DEBUT NOV 12, 1951; SUS-TAINING: Prod-DIR: Bob Doyle, WJZ-TV; Jim Fair MC's show with singer Bob Shreve, accordionist Joe Biviano; audience partic has club-room party format.

ROSS REPORTS



The following information was obtained from a review of the records of the [redacted] and is being furnished to you for your information. The information is being furnished to you in confidence and is not to be distributed outside of your office.

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BRIDE & GROOM - from WCBS-TV to CBS net: for Gen Mills: 29 live, 6 kine, for Hudson: 26 live, 11 kine; Mon thru Thu 10:30-10:45am, Fri 10:30-11am; DEBUT JAN 1951; SPON(M-Tu-W-F): General Mills(Bisquick, Crustquick, Gold Medal Flour, Betty Crocker Cake Mixes) thru Dancer-Fitzgerald Sample, and Knox Reeves, (Thu): Hudson Pulp & Paper thru Biow; PKGR: Masterson, Reddy & Nelson; PROD: John Reddy MR&N; DIR: Ed Leftwich MR&N; CAST: Harriet Snelling; WRITER: Ruth Kyle MR&N; MUSIC: Ray Bohr Jr(organ); ANCR(alt) Phil Hanna & Jack Gregson; MERCHANDISING: Ruth Dolin MR&N, wedding gifts with minimum value of \$100; PROD: \$5000; MAR MULTIPULSE: 4.3; NO HIATUS IN '51; John Nelson MC's with young engaged couple who are married on program, given gifts and sent on honeymoon; Phil Hanna sings; \*NOTE TIME CHANGE: On May 26 program starts new schedule Mon thru Thu 11:15-11:30am, Fri 11-11:30am.

GIVE AND TAKE - from WCBS-TV to 22 CBS sta plus 5 kine; Thu 3:30-4pm; DEBUT MAR 20, 1952; SPON: Cannon Mills thru Y&R; AGCY COMMLS: Mildred Black; PROD: John Carney; DIR: Frank Satenstein; MUSIC: Fred Fiebel(organ); SETS: Manuel Esman; MERCHANDISING: Bill Murphy at VIP, household appliances, etc. NO FOOD; ANCR: Bill Cullen; John Reed King MC's, with 5 contestants from studio audience. DROPPED June 12.

JOHNNY OLSEN'S RUMPUS ROOM - from WABD to 4 DuM sta; M thru F 1-1:30pm; DEBUT Dec '48; SPON: Francis H. Leggett Co(Premier Food Products) thru Peck; AGCY SUP: Art Daly; PKGR: John E. Gibbs; PROD: Bob Maurer at Gibbs; DIR: Harry Coyle, DuM; MUSIC: Bob Greiner(organ); ANCR: Bob Maurer; MERCHANDISING: Maurer & Carol Reed at Gibbs, electrical appliances, cosmetics, etc. NO FOOD; MAR MULTIPULSE: 2.2; NO HIATUS IN '51; Johnny & Penny Olsen conduct games with prizes for women & children.

STRIKE IT RICH - from WCBS-TV to 42 CBS sta plus 15 kine; Mon thru Fri 11:30-12N; DEBUT MAY 1951; SPON: Colgate-Palmolive-Peet thru Wm Esty & Sherman & Marquette; AGCY COMMLS: (Esty) Mitchell Johnson, (S&M) Bill Templeton; PKGR-PROD: Walt Framer Prod'ns; DIR: Matt Harlib at Framer; MUSIC: Burt Buhrman(organ); ANCR: Ralph Paul; SETS: Thomas Durkin; MERCHANDISING: Mervin Framer & Sid Dubroff at Framer, cash prizes mostly, occasional miscellaneous items; Warren Hull MC's quiz between people with hard luck stories, occasional celebrity guests visiting to help contestants "strike it rich"; MAR MULTIPULSE: 7.7. \*NOTE: Also seen Wed 9-9:30pm.

TAKE THE BREAK - from WABD to 2 DuM sta; Mon thru Fri 12:30-1pm; DEBUT JULY 2, 1951; SPON: Participations; PKGR: DuM; PROD: Don Russell, DuM; DIR: Bill Seaman; Don Russell MC's show with disc jockey format, studio audience guesses song titles & names of vocalists; MCHDSNG: Al Wallace DuM, household gifts, watches, personal articles. MAR MULTIPULSE: 1.5.

WINNER TAKE ALL - from WNBT to 20 NBC sta; Mon thru Fri 10:30-11am; DEBUT FEB 25, '52; SUSTAINING(offered in  $\frac{1}{2}$ hrs); PKGR-PROD: Goodson-Todman; NBC PROD: Peter Arnell; DIR: Frank Jacoby NBC; WRITERS: Ted Behr & Al Wallace; MUSIC: Arlo (organ); MCHDSNG: Al Wallace at G-T, general merchandise; MAR MULTIPULSE: 2.6; Bill MC's with asst Sheila Connolly, in competition between 2 women, winner taking on next challenger, at end of program woman with upper hand wins.

YOUR SURPRISE STORE - from WCBS-TV to CBS net; Mon thru Thu 10:45-11:30am, Fri 11-11:30am; SUSTAINING; PROD: Hal Fimberg CBS; DIR: Frank Satenstein; WRITERS: Roy Schwartz, Bob Phillips, Harry Grossiner, Stan Hart; DEBUT MAY 12, 1952; Lew Parker as dept store mgr with asst Jacqueline Susann; studio contestants swap personal possessions for valuable articles off the shelves, counters & racks of the store & win other prizes; to make swap participants progress thru several stages of brain-teasers, tests & games of skill; \*NOTE TIME CHANGE: Effective May 26 show goes to Mon thru Thu 10:30-11:15am, Fri 10:30-11am. ANCR: Bern Bennett. DROPPED June.



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## DAYTIME INTERVIEW

BARBARA WELLES SHOW - on WOR-TV only; Mon thru Fri 2:45-3pm; DEBUT: Oct 1950; Participating sponsors; DIR - Roger Bower WOR; PRODN: Miss Sandy Sielcken secures showbiz & literary guests and Miss Lucy Davis secures homemaking and fashion guests; show was off, but returned in Oct '51; MAR NYC Pulse: 1.1.

BROADWAY MATINEE - on WABD only; M-W-F 12:45-1pm; DEBUT: April 21, 1952; Participating sponsors; PKGR-PROD - Charles Stark; DIR - Arne Nocks WABD; Ethel Colby discusses upcoming plays & films & interviews personalities.

THE FITZGERALDS - on WJZ-TV only; Mon thru Fri 5-5:30pm; DEBUT: Aug 1948; Participating sponsors; DIR - Cort Steen ABC; Ed & Pegeen Fitzgerald interview personalities, with Collins Driggs, organist (M-W-F) & Paul Arnold, singing guitarist (T&Th); CONTACT - Pegeen Fitzgerald BU 8-5331; MARCH NYC Pulse: 1.9.

HERB SHELDON SHOW - on WNBT only; Mon thru Fri 12:30-1pm; DEBUT OCT 11, 1951; SPON: Participations; PKGR: Leonard Safir; PROD: Jane Kalmus; DIR: William Harbach; TECH DIR: Bill Simmons; PROG ASST: Marilyn Milesen; MAR NY TELEPULSE: 2.0; Herb Sheldon intvws outstanding film, theatrical, literary names; HISTORY: Replaced Kathi Norris Show which moved to WABD; debuted in Oct with Eve Hunter (who was seen on coast TV locally prior to this); Herb Sheldon took over Mar 17; John Chapin was director.

KATHI NORRIS SHOW - on WABD only; Mon thru Fri 11am-12N; DEBUT Oct 7, 1951; SPON: Participations; PKGR-PROD-CONTACT: Wilbur Stark; DIR: Keith Thomas, WABD; MAR NY TELEPULSE: 1.8; Kathi Norris intvws people from all professions; pianist Stan Freeman fills in; Original debut was Dec '48; later moved to WNBT.

MARGARET ARLEN - on WCBS-TV only; Mon thru Fri 4-4:30pm; DEBUT NOV 1950; SPON: Participations; PROD: Margaret Arlen, WCBS-TV; DIR: Vern Diamond; CONTACT: Betty Lee, WCBS-TV; SETS: Thomas Durkin; MAR NY TELEPULSE: 1.9; NO HIATUS IN '51; Miss Arlen demonstrates products of interest to homemakers; also intvws celebrity guests; show changed time Jan 7 from 4:30-5pm.

MIKE AND BUFF - from WCBS-TV to CBS net; SUSTAINING; Mon thru Fri 2:45-3:30pm; DEBUT AUG 20, 1951; PROD: Dick Brill CBS; DIR: Judd Whiting; SETS: Manuel Essman; GUEST CONTACTS: Doug Stone, Marie Durand, Hazel Arnett, Lois Peyser; MAR MULTIPULSE: 4.2; Buff Cobb & husband Mike Wallace intvw guests from all professions; HISTORY: When debuted show was color-TV show, became regular show Nov 5, 1951; Jess Kimmel was producer. Couple filled in closing weeks for Faye Emerson's eveng show too

NANCY CRAIG TIME - on WJZ-TV only; Mon thru Fri 3:30-4pm; DEBUT MAY 14, 1951; SPON: Participations; PROD: Nancy Craig & Teresa Maze, WJZ-TV; DIR: Paul Burggraf; Nancy Craig intvws noted authorities in various fields; CONTACT: Teresa Maze; MAR NY TELEPULSE: 1.8.

WOMEN'S CLUB - on WABD only; Mon thru Fri 12-12:15pm; SUSTAINING; DEBUT DEC 24, 1951; PROD: Duncan MacDonald, DuM; DIR: Jim Saunders; MAR NY TELEPULSE: 1.1; Julann Caffrey intvws guests from all fields of art, govt leaders, authors, etc.

## DAYTIME PANEL FORUM & EDUCATION

IT'S A PROBLEM - from WNBT to 11 NBC sta; SUSTAINING; Mon thru Fri 11:30am-12N; DEBUT OCT 16, 1951; PROD: Phyllis Adams, NBC; DIR: Howard Davis; Ben Grauer moderates with alternating panelists Fannie Hurst & Helen Parkhurst plus guests educational & psychological, etc. authorities; topics for discussion selected from letters of viewers; show became net Feb 25, 1952 having been seen locally prior to that date.



1957-1958 1959-1960

CONFIDENTIAL

REPORTS



LETTER TO LEE GRAHAM - on WOR-TV only; M-Tu-Th 2:30-2:45pm; DEBUT OCT 1, 1951; SPON: The Graham Co(Red Bow Food Products) thru Gray Advt; PROD: Lee Graham & Frank Hobbs; DIR: Roger Bower; MAR NY TELEPULSE: 1.3; Lee Graham discusses problems with viewers who send in most interesting letters.

MRS. U.S.A. - from WNBT to NBC net(not seen on WNBT); SUSTAINING; Mon thru Fri 11-11:30am; PROD-DIR: Lee Painton; Peter Roberts with guest authorities who discuss local issues directed at American housewife; one aspect of problem selected for discussion is treated each day. DEBUT APR 28, 1952.

PROLOGUE TO THE FUTURE - from WNBT to NBC net; SUSTAINING; Mon thru Fri 10-10:30am; DEBUT MAR 31, 1952; PROD-DIR: Lee Painton, NBC; Peter Roberts discusses national & international topics with guests; also uses film clips; HISTORY: Was seen 11-11:30am on net only, changed to current time Apr 28.

SEE FOR YOURSELF - ON FILM - on WNBT only; Mon thru Fri 6:15-6:30pm; SUSTAINING; Ed Herlihy narrates educational films highlighting American industry, health, etc; Ben Grauer was narrator.

#### DAYTIME FASHION & BEAUTY

CLAIRE MANN GLAMOUR SHOW - on WJZ-TV only; Mon 1-1:30pm; DEBUT APR 1951; SPON: Buitoni Macaroni thru Astral Agcy, Pfaff Sewing Machines (direct); AGCY SUP(Astral): E. Lancelotti; PROD: Claire Mann; ASSOC PROD: Viola Rubber; DIR: A. Burke Crotty; CONTACT: Viola Rubber; ASST DIR: Bill Dodson; ANCR: Allan Carter; WRITER: Claire Mann; MAR NY TELEPULSE: 1.3; NO HIATUS IN '51; health & beauty hints, intvws with beauty experts; was seen on WNBT. LAST SHOW June 23.

ETHEL THORSEN SHOW - on WABD only; Tue 1:30-1:45pm; DEBUT OCT 15, 1951; SPON: Participations; PKGR-PROD-CONTACT: Sid White 234 W 44 WI 7-8230; DIR: Arnie Nocks, WABD; MAR NY TELEPULSE: 1.6; Ethel Thorsen, assisted by Herb Polesie, in show designed to keep women abreast of latest fashions; Was seen M,Tu,W & F 1:30-1:45pm, became weekly Apr 22.

FASHIONS ON TRIAL - on WABD only; Fri 11:15-11:45pm; DEBUT MAR 14, 1952; SPON: Mac-Levy Dance Studios thru Associated Advt Service; PROD: Herbert Lannard; DIR: N. James Saunders; Art Ford moderator, with guest fashion authorities who discuss outfits, coiffures & jewels worn by fashion models; LAST SHOW APR 7, '52.

HERE'S LOOKING AT YOU - on WNBT only; Mon thru Fri 2:30-3pm; DEBUT JUNE 11, 1951; SPON: Participations; PROD-DIR: (alt) Dwight Hemion & John Stearns, WNBT; MAR NY TELEPULSE: 3.7; MC Richard Willis takes women from audience, answers questions & demonstrates how to solve beauty problems.

#### DAYTIME HOMEMAKING

DIONE LUCAS - on WJZ-TV only; M-W-F 1:30-2:30pm; DEBUT MAY 1950; SPON: Participations PROD: Art Modell, WJZ-TV; DIR: Don Medford; Mrs Lucas MC's, with cooking demonstrations & hints, occasional guest cooking experts; MAR NY TELEPULSE: 1.3; NO HIATUS IN '51, show on kine during July '51 while Mrs. Lucas vacationed.

DOMESTICALLY YOURS - on WJZ-TV only; SUSTAINING; Tue 1:30-2:30pm; DEBUT DEC 25, 1951; PROD: Art Modell, WJZ-TV; MAR NY TELEPULSE: 1.2; Milo Boulton in cooking demonstrations; intvws film names, writers, etc., occasional variety talent.

FUN WITH FOOD - on WJZ-TV only; Fri 4:30-5pm; DEBUT JAN 1951; SPON: Participations; PROD: Art Modell, WJZ-TV; MAR NY TELEPULSE: 1.5; NO HIATUS IN '51; Karen Sage demonstrates kitchen techniques.







HOME & GARDEN SHOW - on WOR-TV only; Sat 12:30-1pm; DEBUT MAR 15, 1952; SPON: Participations; PROD: Will Peigelbeck; Will Peigelbeck discusses home agriculture for amateur gardeners.

JOSEPHINE MCCARTHY - on WNBT only; Mon thru Fri 11-11:30am; DEBUT APR 1950; SPON: Participations; PROD: Mole & Lee 105 W 55 CI 6-0006; DIR: Ted Nathanson, WNBT; CONTACT: Blanche Lee at Mole & Lee; Josephine McCarthy in cooking demonstrations, occasional publicity shots for home service experts & personalities; Lester Carr appears as "Willie, the delivery boy", Lily Bell as asst to Miss McCarthy; MAR NY TELEPULSE: 1.8; NO HIATUS IN '51.

KITCHEN FARE - on WABD only; Mon thru Fri 10:30-11am; DEBUT FALL '51; SPON: Participations; PKGR: Susan Adams; PROD: Robert Loewi, WABD; DIR: Jim Saunders; Susan Adams in cooking demonstrations; publicity shots for guest experts; also open to new food products & utensils; MAR NY TELEPULSE: 1.2.

KITCHEN KAPERS - on WJZ-TV only; Mon thru Fri 11am-12N; DEBUT SEPT 1950; SPON: Participations; PKGR-PROD: Bob Bories for Amer Inst Food Products; Tiny Ruffner, MC, with recipe contests for home viewers, prizes include household appliances, clothing; MAR NY TELEPULSE: 1.0; NO HIATUS IN '51; Was seen 10:45-11:30am until Mar 19, 1952.

RECIPE FOR HAPPINESS - on WABD only; Thu 1:30-2pm; DEBUT OCT 11, 1951; SPON: Participations; PKGR: Products Services & DuM; PROD-CONTACT: Les Persky, Prod Serv; DIR: David Lowe DuM; MAR NY TELEPULSE: 1.8; Allen Prescott, assisted by Joan Watson, with international chef Maj. George Haig, The Tune Timers, Clark Ranger(singer), and "the gadget man" in variety & homemaking show.

SALLY SMART'S KITCHEN - on WOR-TV only; Mon thru Fri 3-3:30pm; DEBUT OCT 1950; SPON: Participations; PKGR: Modern Home Services; PROD: John C. Beckham, MHS; DIR: Jerry Freedman, WOR-TV; HOSTESS-CONTACT: Kit Sigety, MHS, with guest cooking experts; HOSTESS ASST: Elise Manning; MAR NY TELEPULSE: 1.4; Nancy Rowe was hostess-MC, now supervises only.

THE SINGING KITCHEN - on WOR-TV only; Mon thru Fri 4:30-5pm; DEBUT FEB 4, 1952; SPON: Participations; PKGR-PROD: Charles King, WOR-TV; DIR: Jerry Freedman; CONTACT: Eleanore Monroe; MAR NY TELEPULSE: 2.0; Johnny Thompson & Jeannie McKeon sing while Anne Harvey cooks.

VIDEO CHEF - on WJZ-TV only; M-W-Th 5:30-6pm; SPON: Retail Grocers of Amer; PKGR: Videocast Prod'ns; PROD: Jay Modell, WJZ-TV; DIR: Roger Shope; MAR NY TELEPULSE: 3.5; Joel Holt as Video Chef demonstrates cooking techniques; show was seen on WPIX, debuted on WJZ-TV Mar 31, 1952.

#### CHILDREN'S SHOWS

AL GANNAWAY'S HALF-PINT PARTY - on WCBS-TV only; Sat 1:30-2:15pm; DEBUT FEB 1951; SPON: MacLevy Talent Studios( $\frac{1}{2}$ hr) thru Assoc Advt Service; PKGR: Gannaway & Morgenthau Prod'ns; PROD: Henry Morgenthau III & Charles McGregor; DIR: Vern Diamond, WCBS-TV; SETS: Grover Cole; Al Gannaway MC's child talent show in an informal party atmosphere; HISTORY: Was on ABC-TV until May '51, returned via WCBS-TV Mar 8, 1952. LAST LOCAL SHOW in May, returns on NET in July.

THE BIG TOP - from WCAU-TV Phila to 41 CBS sta plus 5 kine; Sat 12N-1pm; DEBUT JAN 1951; SPON: National Dairy Products(Sealtest) thru NW Ayer; AGCY SUP-COMMLS: Hal Matthews; PKGR-PROD: Charles Vanda, WCAU-TV; DIR: Paul Ritts; MUSIC: Joe Basile's Brass Kings; ANCR: Bob Russell; MAR MULTIPULE: 15.3; uses circus acts with regulars ringmaster Jack Sterling, Dapper Dan the Muscle Man, Sealtest Smoothies(2 men, 1 girl), clowns Ed McMahon, Jingle, Chris Keegan. NO HIATUS IN '51.



1942

1. The first part of the report deals with the general situation of the country and the progress of the war. It is a very interesting and informative account of the events of the year.

2. The second part of the report deals with the economic situation of the country. It is a very detailed and thorough account of the economic conditions and the measures taken to improve them.

3. The third part of the report deals with the social situation of the country. It is a very comprehensive account of the social conditions and the measures taken to improve them.

4. The fourth part of the report deals with the political situation of the country. It is a very detailed and thorough account of the political conditions and the measures taken to improve them.

5. The fifth part of the report deals with the military situation of the country. It is a very comprehensive account of the military conditions and the measures taken to improve them.

6. The sixth part of the report deals with the cultural situation of the country. It is a very detailed and thorough account of the cultural conditions and the measures taken to improve them.

7. The seventh part of the report deals with the educational situation of the country. It is a very comprehensive account of the educational conditions and the measures taken to improve them.

8. The eighth part of the report deals with the health situation of the country. It is a very detailed and thorough account of the health conditions and the measures taken to improve them.

9. The ninth part of the report deals with the housing situation of the country. It is a very comprehensive account of the housing conditions and the measures taken to improve them.

10. The tenth part of the report deals with the transportation situation of the country. It is a very detailed and thorough account of the transportation conditions and the measures taken to improve them.

11. The eleventh part of the report deals with the communication situation of the country. It is a very comprehensive account of the communication conditions and the measures taken to improve them.

12. The twelfth part of the report deals with the energy situation of the country. It is a very detailed and thorough account of the energy conditions and the measures taken to improve them.

13. The thirteenth part of the report deals with the environment situation of the country. It is a very comprehensive account of the environment conditions and the measures taken to improve them.

14. The fourteenth part of the report deals with the foreign relations situation of the country. It is a very detailed and thorough account of the foreign relations conditions and the measures taken to improve them.

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16. The sixteenth part of the report deals with the international relations situation of the country. It is a very detailed and thorough account of the international relations conditions and the measures taken to improve them.

17. The seventeenth part of the report deals with the diplomatic situation of the country. It is a very comprehensive account of the diplomatic conditions and the measures taken to improve them.

18. The eighteenth part of the report deals with the consular situation of the country. It is a very detailed and thorough account of the consular conditions and the measures taken to improve them.

19. The nineteenth part of the report deals with the judicial situation of the country. It is a very comprehensive account of the judicial conditions and the measures taken to improve them.

20. The twentieth part of the report deals with the executive situation of the country. It is a very detailed and thorough account of the executive conditions and the measures taken to improve them.

21. The twenty-first part of the report deals with the legislative situation of the country. It is a very comprehensive account of the legislative conditions and the measures taken to improve them.

22. The twenty-second part of the report deals with the administrative situation of the country. It is a very detailed and thorough account of the administrative conditions and the measures taken to improve them.

23. The twenty-third part of the report deals with the financial situation of the country. It is a very comprehensive account of the financial conditions and the measures taken to improve them.

24. The twenty-fourth part of the report deals with the budget situation of the country. It is a very detailed and thorough account of the budget conditions and the measures taken to improve them.

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26. The twenty-sixth part of the report deals with the public debt situation of the country. It is a very detailed and thorough account of the public debt conditions and the measures taken to improve them.

27. The twenty-seventh part of the report deals with the foreign debt situation of the country. It is a very comprehensive account of the foreign debt conditions and the measures taken to improve them.

28. The twenty-eighth part of the report deals with the currency situation of the country. It is a very detailed and thorough account of the currency conditions and the measures taken to improve them.

29. The twenty-ninth part of the report deals with the exchange rate situation of the country. It is a very comprehensive account of the exchange rate conditions and the measures taken to improve them.

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37. The thirty-seventh part of the report deals with the gas situation of the country. It is a very comprehensive account of the gas conditions and the measures taken to improve them.

38. The thirty-eighth part of the report deals with the electricity situation of the country. It is a very detailed and thorough account of the electricity conditions and the measures taken to improve them.

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41. The forty-first part of the report deals with the sea situation of the country. It is a very comprehensive account of the sea conditions and the measures taken to improve them.

42. The forty-second part of the report deals with the air situation of the country. It is a very detailed and thorough account of the air conditions and the measures taken to improve them.

43. The forty-third part of the report deals with the space situation of the country. It is a very comprehensive account of the space conditions and the measures taken to improve them.

44. The forty-fourth part of the report deals with the time situation of the country. It is a very detailed and thorough account of the time conditions and the measures taken to improve them.

45. The forty-fifth part of the report deals with the space-time situation of the country. It is a very comprehensive account of the space-time conditions and the measures taken to improve them.

46. The forty-sixth part of the report deals with the matter situation of the country. It is a very detailed and thorough account of the matter conditions and the measures taken to improve them.

47. The forty-seventh part of the report deals with the energy-matter situation of the country. It is a very comprehensive account of the energy-matter conditions and the measures taken to improve them.

48. The forty-eighth part of the report deals with the information situation of the country. It is a very detailed and thorough account of the information conditions and the measures taken to improve them.

49. The forty-ninth part of the report deals with the knowledge situation of the country. It is a very comprehensive account of the knowledge conditions and the measures taken to improve them.

50. The fiftieth part of the report deals with the wisdom situation of the country. It is a very detailed and thorough account of the wisdom conditions and the measures taken to improve them.



BUSTER CRABBE SHOW - on WOR-TV only; Mon thru Fri 6:30-7pm; DEBUT MAR 12, 1951; SPON: White Rock Beverage Co thru Kenyon & Eckhardt; AGCY SUP: Bruce Dodge; PROD: Bob Bundy, Gen Artists; Buster Crabbe, WOR-TV; DIR: Mende Brown WOR-TV; ANCR: John St. Leger; MAR NY TELEPULSE: 2.9; NO HIATUS IN '51; Buster Crabbe talks to kids & shows portions of his old western films; HISTORY: Was Mon thru Thu, added Fri on Mar 29, 1952.

CANDY CARNIVAL - from WCAU-TV Phila to 25 CBS sta plus 7 kine; Sun 12:30-1pm; DEBUT JAN 6, 1952; SPON: M&M Candy thru Wm Esty; AGCY SUP: Ed Montagne & Bob Champlain; AGCY COMMLS: Gene Petrillo; PROD'N SUP: Charles Vanda, WCAU-TV; ASST PRODS: Robert Forrest & Lee Hunt; DIR: Joseph Tinney Jr; WRITER: Don Lennox; MUSIC: Dave Stephens Carnival Band; MAR MULTIPULSE: 6.4; Gene Crane as carnival barker in simulated carnival atmosphere with merry-go-rounds, ferris wheels, clowns, etc; Company regulars include Barry Cassell, Bill Bailey, Don Lennox; child circus acts compete for engagement in Atlantic City, selected by George Hamid.

CAPTAIN VIDEO - from WABD to 12 DuM sta plus 13 kine; Mon thru Fri 7-7:30pm; DEBUT JUNE 1949; SPON: General Foods(Post Cereals) thru Benton & Bowles; AGCY SUP: Robert McCadden; AGCY COMMLS: Oliver Barbour; PROD: Olga Druce, B&B; DIR: Larry White; CAST: Elizabeth Mears; WRITER: MC Brock; ANCRS: Fred Scott, Carl King, George Cotton; PROD: \$8000; MAR MULTIPULSE: 9.6; NO HIATUS IN '51; science fiction serial features Al Hodge in title role, with Don Hastings as "The Ranger" plus free-lance actors; also incorporates 5-minute western film sequence.

CHILDREN'S HOUR - from WPTZ Phila to WNBT; Sun 10:30-11:30am; DEBUT 1948; SPON(1st  $\frac{1}{2}$  hr): Horn & Hardart thru Clements, Phila, (2nd  $\frac{1}{2}$  hr - as of Jan 20, 1952): Hoffman Beverages thru Warwick & Legler; PROD: Mrs. Alice Clements, WPTZ; DIR: Ivan Reiner, NBC; NO HIATUS IN '51; Ed Herlihy MC's child variety show.

CHILDREN'S THEATER - ON FILM - on WNBT only; Sun 9:45-10am; SPON(as of May 10, 1952): Miles Shoe Co thru Hirshon-Garfield; DEBUT FALL 1949; PROD-DIR: Norman Cook, WNBT; MAR NY TELEPULSE: 6.7; NO HIATUS IN '51; Ray Forrest narrates film shorts including travelogues, educational, etc; HISTORY: Show was sustaining prior to May 10.

CISCO KID - ON FILM - on WNBT & 59 other NBC spots; Sat 6:30-7pm; SPON(WNBT only): Ward Baking Co thru J. Walter Thompson; PKGR-PROD: Frederic Ziv, Hwood; DIR'S: Eddie Davis, Sobey Martin, George M. Cahan; CAMERA: Ken Peach & Curt Fetters; PROD: \$15,000; MAR MULTIPULSE: 10.2; NO HIATUS IN '51; Duncan Renaldo as 'Cisco', Leo Carillo as 'Pancho' in western adventure series. DEBUT JAN 1951.

GABBY HAYES SHOW - From WNBT to 28 NBC sta plus 1 kine; Mon thru Fri 5:15-5:30pm; DEBUT DEC 1950; SPON(Mon & Fri): Quaker Oats thru Sherman & Marquette, SUSTAINING Tue, Wed & Thu; PKGR: Kagan Corp; PROD-DIR: Roger Muir, NBC; PROD: \$6000 per week; MAR MULTIPULSE: 8.4; WILL NOT TAKE HIATUS IN '52; Gabby Hayes tells tall tales integrated with western films.

GENE AUTRY SHOW - ON FILM - on WCBS-TV & 11 other CBS sta, plus local spots; Sun 7-7:30pm; SPON(CBS sta's only): Wrigley Doublemint Gum thru Ruthrauff & Ryan; AGCY SUP: Armand Schaefer; DEBUT JULY 1950; PKGR: Flying "A" Prod'ns; PROD: Louis Grey, Flying "A"; DIR: Wallace Fox; CAMERA: William Bradford; MUSIC: Irv Friedman; PROD: \$17,000; MAR MULTIPULSE: 19.3; NO HIATUS IN '51; Gene Autry in western adventure series. Spons'd in local markets by sponsors other than Wrigley.

HAIL THE CHAMP - from WENR-TV Chicago to 5 ABC sta; Sat 6:30-7pm; DEBUT SEPT 22, '51; SPON: FW Amend Co(Chuckles) thru Henri Hurst & McDonald(Chi); AGCY SUP: James Shaw; PKGR-PROD: GAM Prod'ns(Chi); DIR: Ivor McLaren WENR-TV; MAR MULTIPULSE: 4.2; Herb Allen, MC, with asst Angel Casey in kid stunt show: 3 stunts with boy vs girl in each, winners then compete for grand prize; HISTORY: Prior to ABC-TV debut show was seen locally in Los Angeles for 2 years. LAST SHOW June 14.



THE UNITED STATES OF AMERICA  
DEPARTMENT OF JUSTICE  
FEDERAL BUREAU OF INVESTIGATION  
WASHINGTON, D. C. 20535

MEMORANDUM FOR THE DIRECTOR, FBI  
SUBJECT: [Illegible]  
DATE: [Illegible]

[Illegible text follows, consisting of several paragraphs of a memorandum format, including sections for 'TO:', 'FROM:', 'SUBJECT:', and 'REFERENCE:'. The text is mostly illegible due to extreme blurriness.]

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HOWDY DOODY - from WNBT to 43 NBC sta plus 4 kine; Mon thru Fri 5:30-6pm; DEBUT DEC 1947; SPONSORS - MON: Mars Co(Snickers) thru Burnett( $\frac{1}{4}$ hr); TUE: Colgate thru Ted Bates( $\frac{1}{4}$ hr), Kellogg's thru Burnett( $\frac{1}{4}$ hr); WED: Bauer & Black(Curads) thru Burnett( $\frac{1}{4}$ hr); THU: Kellogg's thru Burnett( $\frac{1}{4}$ hr), Royal Puddings thru Ted Bates( $\frac{1}{4}$ hr); FRI: Welch's Grape Juice thru Doherty, Clifford & Shenfield( $\frac{1}{4}$ hr), Internatl Shoe(Paul Parrott Shoes) thru Henri, Hurst & McDonald( $\frac{1}{4}$ hr alt wks); PKGR: Kagan Corp; PROD: E. Roger Muir, NBC; DIR'S: Robert Rippen & Robert Hultgren, NBC; TECH DIR: T. Smiley; WRITER: Edward Kean; PROD ASST: Kay Aspland; MUSIC: Doc Whipple(organ); PROD: \$2500 per show; MAR MULTIPULSE: 16.6; NO HIATUS IN '51; Bob Smith with puppet star Howdy Doody; child show with puppets operated by Rhoda Mann; 'live' regulars include Bob Keeshan as "Clarabell", Judy Tyler as "Princess", others are Dayton Allen & Bill LeCornec.

IN THE PARK - from WCAU-TV Phila to CBS net; SUSTAINING; Sun 11:30am-12N; DEBUT DEC 9, 1951; PROD: Charles Vanda, WCAU-TV; DIR: Bob Currie; WRITERS: Vanda & Bill Sears; MAR MULTIPULSE: 2.8; Bill Sears with puppets created & played by Paul Ritts & Mary Holliday; points up humorous parallels of animal & human life.

JUNIOR HI-JINX WITH WILLIE - from WCAU-TV Phila to CBS net; SUSTAINING; Sun 12:15-12:30pm; DEBUT MAR 2, 1952; PKGR-PROD: Charles Vanda, WCAU-TV; DIR: Fred O'Neil; MAR MULTIPULSE: Warren Wright is manipulator & voice of Willie, puppet of ceremonies. HISTORY: Was seen locally in Phila for 22 months.

KIDDIE KOLLEGE - on WABD only; Sun 12N-12:30pm; DEBUT MAR 9, 1952; SPON: Dr. A. Posner Shoes thru Albert J. Silberstein-Bert Goldsmith; PKGR: Milverne Prod'ns; PROD: Milton E. Stanson & Vernon Becker at Milverne; DIR: Vernon Becker; MUSIC: Lorenzo Fuller(piano); ANCR: Walter Covell; Panel of 5 kids quiz 2 adult guest professionals; also features child variety talent. Walter Covell MC's. OFF 6/1.

KIDS AND COMPANY - from WABD to 7 DuM sta; Sat 11-11:30am; DEBUT SEPT 1, 1951; SPON: Internatl Shoe Co(Red Goose Shoes) thru Westheimer & Block(St. Louis); PKGR-PROD: Wyatt & Schuebel; DIR: Pat Fay DuM; CAST: Chester Gierlach, W&S; WRITER: William Ballard; MUSIC: William Wirges; MAR MULTIPULSE: 5.9; MC-ANCR: Johnny Olsen; with child variety talent, accent on outstanding child activity; "Kid Of The Week" award for child who performs unusual & meritorious duty.

KUKLA, FRAN & OLLIE - from WNBQ Chicago to 20 NBC sta plus 12 kine; Mon thru Fri 7-7:15pm; DEBUT OCT 1947; SPON(Mon): RCA Victor thru J. Walter Thompson, (Wed): Nabisco(Shredded Wheat) thru McCann Erickson; PKGR: Burr Tillstrom; PROD: Beulah Zachary, WNBQ; DIR: Lewis Gomavitz; WRITER: Burr Tillstrom; MUSIC: Jack Fascinato(piano); SETS: Joseph Lockwood; PROD: \$10,000 per week; MAR MULTIPULSE: 11.2; Burr Tillstrom manipulates puppets who carry on conversation with Fran Allison who also sings; HISTORY: After hiatus last summer show continued  $\frac{1}{2}$ hr daily schedule(Aug 27) until Nov 26; current sponsors dropping end of cycle, however reported to become  $\frac{1}{2}$ hr once weekly. SUMMER HIATUS STARTS JUNE 27.

LITTLE TOM TOM AND HIS WIGWAM PARTY - on WOR-TV only; Wed 5-5:15pm; DEBUT NOV 20, 1951; SPON: Manhattan Quality Food Dealers (food & market products) thru Co-Ordinated Advt; AGCY SUP-PROD: Lester "L" Wolff; DIR: Mike Schwartz, Co-0; WRITER-PUPPETEER: Phil London; MAR NY TELEPULSE: 3.0; Red Benson talks to puppets; Announcer-MC is Art "Arizona" Arnold.

JIMMY ATKINS SADDLE PAL CLUB - on WJZ-TV only; Mon thru Fri 5:30-6:30pm; on ABC net Sat 7-8pm; DEBUT NOV 19, 1951; SPON: Participations; PROD'N SUP: Charles Bishop; PROD: Jimmy Atkins; MAR NY TELEPULSE: 1.8; Jimmy Atkins, cowboy singing star, tells stories, sings and introduces western films; HISTORY: Was known as "Tales Of The Trail"; Leonard Holton was producer.







THE LONE RANGER - ON FILM - on WJZ-TV & 36 other ABC sta; on WJZ-TV Thu 7:30-8pm; DEBUT on WJZ-TV SEPT 1949; SPON: General Mills(Cheerios, Bisquick, Cake Mixes) thru Dancer-Fitzgerald-Sample; AGCY SUP-COMMLS: Russ Raycroft; PKGR: George Trendele; PROD: Jack Chertok for Apex Prod'ns, Hwood; ASSOC PROD: Harry Poppe; DIR: Holly Morse; CAST: Dixie Fuller; CAMERA: Robert Pittack; FILM ED: Jack Ruggiero; PROD: \$20,000; MAR MULTIPULSE: 20.8; NO HIATUS IN '51; western adventure with Clayton Moore in the title role & Jay Silverheels as 'Tonto'. NO '52 HIATUS.

THE MAGIC CLOWN - ON FILM - on WNBT and 7 other NBC sta; Sun 11:30am-11:45am; DEBUT APRIL 1949; SPON: Bonomo Taffy thru Wm Weintraub; \*NOTE: Went on film Mar 9, 1952 in 13-week periods filmed by various organizations; PROD'N CREDITS FOR MAR 9-JUNE 1 ---- FILMED BY Wyatt & Schuebel with Fairfield Films; PROD'N SUP: Chester Gierlach, W&S; DIR: Leonard Anderson, W&S; MUSIC: Herschel Luecke(organ & piano); Ken Williams is the magic clown; MAR MULTIPULSE: 13.7; PROD'N CREDITS JUNE 8-AUG 31 ---- FILMED & PROD BY National Screen Service; Douglas Anderson is the magic clown for this series; further credits to be announced; HISTORY: Previous magic clowns were Sam Zovello(1st magic clown) & Dick DuBois; Bonomo account was handled by Donahue & Coe; prod-dir was Craig Allen at NBC; previous announcers were Rex Morgan & Jack Gregson.

MAGIC COTTAGE - from WABD to 2 DuM sta; Mon thru Fri 6-6:30pm; DEBUT JUNE 1949; SPON: Participations; PKGR: DuM; PROD-SCRIPTS: Hal Cooper; DIR: Wesley Kenney, DuM; CAST: Elizabeth Mears, DuM; ANCR: Ed Condit; MAR MULTIPULSE: 4.9; NO HIATUS IN '51; Pat Meikle, MC & leading lady with professional actors in dramatic versions of fairy tales(1 story per week presented in 5 daily chapters); Miss Meikle also sketches characters in play & talks to children in studio audience; HISTORY: Was seen locally Mon thru Fri 6:30-7pm; on DuM net Dec 17, 1951.

THE MERRY MAILMAN - on WOR-TV only; Mon thru Fri 6-6:30pm; DEBUT OCT 1950; SPON: Participations; PROD-DIR: Ralph Giffen, WOR-TV; MAR NY TELEPULSE: 4.1; NO HIATUS IN '51; Ray Heatherton as "the merry mailman" presents film shorts & cartoons, talk to kids; \*NOTE: Richard Simon will direct during summer while Giffen directs baseball telecasts. HISTORY: Was prod-dir by Les Tomalin, WOR-TV.

MR. I. MAGINATION - from WCBS-TV to CBS net; SUSTAINING; Sat 1-1:30pm; DEBUT APRIL 1949; PKGR-PROD-CAST: Norman & Irving Pincus; DIR: Andrew McCullough; WRITERS: Paul Tripp & Rosemary Foster; MUSIC: Ray Carter composes & plays new score weekly; SETS: Jac Venza; PROD: \$6000; MAR MULTIPULSE: 9.9; Paul Tripp, with Ruth Enders, Ted Tiller & 1 professional child actor in adaptations of historical facts to fit the fancy of children; HISTORY: Was sponsored by Nestle's Chocolate, dropped June 17, 1951; returned as sustaining show Jan 20, 1952(Sun 6-6:30pm); changed to current time slot Apr 13, 1952; Herbert Hirschmann, CBS-TV was director when show was sponsored.

MR. WIZARD - from WNBQ Chicago to 3 NBC sta plus 24 kine; SUSTAINING; Sat 6:30-7pm; DEBUT MAR 1951; PKGR-PROD: Cereal Inst & NBC; DIR: Larry Auerbach, NBC; MAR MULTIPULSE: 6.4; Don Herbert, MC, with boy Bruce Lindgren in public service health show; entertainment with subjects related to nutrition, science, etc; HISTORY: Was seen 5-5:30pm until May 26, 1951.

ONCE UPON A FENCE - from WPTZ Phila to NBC net(not seen on WNBT); SUSTAINING; Sun 6:30-7pm; DEBUT APR 13, 1952; PROD-DIR: Elmer Jaspar, WPTZ; SETS: Rene Heckman; Dave Kaigler stars, asst by Eric the Bluebird an imaginary pet, and Kathryn Heger, storyteller & singer; HISTORY: Kaigler's Korner was on WPTZ locally for about a year.

THE PET SHOP - from WGN-TV to DuM net; SUSTAINING; Sat 7:30-8pm; DEBUT DEC 1, 1951; PKGR: Louis G. Cowan; PROD-HOST: Gail Compton, WGN-TV; DIR: Barry McKinley, WGN-TV; Gail Compton & his 10-yr-old daughter Gay, with animal guests who perform tricks or are subjects of unusual human interest stories; MAR MULTIPULSE: 3.3; HISTORY: Was seen locally on WGN-TV from May 1949.

ROSS REPORTS



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RANGER JOE - from WCAU-TV to 13 CBS sta plus 3 kine; Sun 12N-12:15pm; DEBUT MAR 2, 1952; SPON: Ranger Joe Inc(Honey-Flavored Popped Wheat, Honey-Covered Popped Rice) thru Lamb & Keen, Phila; AGCY SUP-COMMLS: Paul M. Fraley; PKGR: Lamb & Keen Prod'ns; DIR: John Ullrich for L&K; CAST-SCRIPTS: Paul M. Fraley; PROD: \$1500; MAR MULTIPULSE: 5.1; "live" western stories with music & specialty acts; Jesse Rogers in title role, with singer Pee Wee Miller & accordionist Monty Rosci; HISTORY: Was seen locally on WFIL-TV Phila(ABC-TV); DROPPED on May 27.

ROOTIE KAZOOTIE - from WNBT to 20 NBC sta; Sat 5:30-6pm; DEBUT OCT 13, 1951; \*NOTE - seen on WNBT only Mon thru Fri 6-6:15pm; DEBUT AS LOCAL SHOW OCT 1950; SPON(Mon thru Fri): Coca-Cola Bottling Co thru Wm Esty; AGCY SUP: Robert Champlain; SPON(Sat only): RCA Victor thru Arnold Cohan; PKGR: Arnold Cohan; PROD-WRITER: Steve Carlin; DIR: Dwight Hemion, NBC-TV; PROD MGR: Joseph L. Stuhl; PROD ASST: Clare Tuthill; MAR MULTIPULSE(SAT): 7.2; LOCAL SHOW TOOK HIATUS IN '51; MUSIC: Milton Kaye; Todd Russell, MC, with the Paul Ashley puppets; puppets manipulated by Naomi Lewis as "Rootie" & "El Squeko", Frank Milano as "Gala Poochie" & "Poison Zoomack", John Vee as "Mr. Deetle Dootle".

ROY ROGERS SHOW - ON FILM - from WNBT to 14 NBC sta plus 23 other NBC sta; Sun 6-6:30pm; DEBUT DEC 30, 1951; SPON: General Foods(Sugar Crisp, Grape Nut Flakes, Post Toasties) thru Young & Rubicam; AGCY COMMLS: Ben Maugham; PROD: Roy Rogers; ASSOC PROD: Jack Lacey; DIR: Bob Walker; PROD: \$17,000; MAR MULTIPULSE: 20.1; Roy Rogers, Dale Evans & Pat Brady in western adventures.

SHERIFF BOB DIXON CANTEEN - on WABD only; Mon thru Fri 6:30-7pm; DEBUT(on WABD): NOV 5, 1951; SPON: Coca-Cola Bottling Co thru Wm Esty; AGCY SUP-COMMLS: Jeff Selden; PROD: Frank Montagne, Esty; DIR: Bill Seaman, WABD; WRITER: Al Johansen; ANCR: Walter Rainey; MAR NY TELEPULSE: 4.7; Bob Dixon talks to kids & depicts ways of western life, using films made at Dixon's ranch; also features guests adapt at some phase of western living; HISTORY: Show 1st began Fall 1949 as "Chuckwagon" on WCBS-TV, since then has gone thru series of format & title changes all with western theme; last title was "Sheriff Bob Dixon Show" which debuted on WCBS-TV Apr 1951.

SKY KING THEATER - ON FILM - from WNBT to 12 NBC sta plus 12 other NBC sta; alt Sun 5:30-6pm; DEBUT SEPT 16, 1951; SPON: Derby Foods thru Needham Louis & Brorby, Chicago; PKGR-PROD: Jack Chertok; ASSOC PROD: John Morse; CAST: Dixie Fuller; CAMERA: Robert Pittack; FILM ED: Jack Ruggiero; PROD: \$15,000; MAR MULTIPULSE: 9.4; western adventure series made especially for TV, about modern cowboy who flies, with Kirby Grant in title role and Gloria Winters, Ron Haggerthy; HISTORY: Original pkgr was Motion Pictures For TV, presented series of 15 old western films.

SMILIN' ED MCCONNELL - ON FILM - from WCBS-TV to 21 CBS sta plus 16 other CBS sta; Sat 11:30am-12N; DEBUT AUG 1950; SPON: Brown Shoe Co(Buster Brown Shoes) thru Leo Burnett, Chicago; FILM PROD-DIR-WRITER: Frank Ferrin, Hwood; ASSOC PROD: Ralph Ferrin; ASST DIR: Don Olsen; CAST: Virginia Mazzuca; CAMERA: Alan Stensvold; FILM ED: Jack Foley; SOUND: Glen Glenn; PROD: \$10,000; MAR MULTIPULSE: 8.2; TOOK HIATUS IN '51; Smilin' Ed McConnell with Nino Marcel, animal pets & assistants in TV version of the radio show; HISTORY: Was on NBC-TV thru May 19, '51; switched to CBS-TV Aug 11, 1951.

SON OF THE EAGLE - on WABD only; Mon thru Fri 5-6pm; DEBUT FEB 11, 1952; SPON: Participations; CREATED BY James L. Caddigan, DuM; DIR: Al Johnston WABD; WRITER: Barbara Boothe; FILM ED: Pete Sarkies; MAR NY TELEPULSE: 2.1; Hummingbird, young Indian, tells stories to studio audience, incorporating western film at the close during which he relates father's advice drawn from events in film shown.

ROSS REPORTS







SPACE PATROL - kine at KECA-TV Hwood; on WJZ-TV & 23 ABC sta; in NY on Sun 6-6:30pm;  
DEBUT: KECA in 1949; SPON(since June '51): Ralston-Purina thru  
Gardner, St. Louis; AGCY SUP: George Shielas; PROD: Mike Mosser, Hwood; DIR: Dik  
Darley; WRITER: Norman Jolley; SETS: Al Goodman; ART DIR: Herbert O. Phillips; PROD:  
\$5000; MAR MULTIPULSE: 7.3; cast includes Ed Kemmer, Lyn Osborn, Virginia Hewitt,  
Nina Bara.

STAR TIME - on WNBT only; DEBUT: DEC 1950; Sat 11:30am-12N; SPON: Bruno NY for Sunset  
Appliances thru Arnold Cohan; AGCY SUP: Arnold Cohan; PKGR-PROD: George  
Scheck; DIR: John Chapin, WNBT; ASSOC PROD: Mickey Freeman; MUSIC: Nat Brooks Trio;  
CHOREOG: Ann Falk Studios; MAR NY TELEPULSE: 8.0; child variety show MC'd by Lonny  
Starr, with regulars Lenny Dale, Kenny Sharp, Sharon Wright Porter, others; HISTORY:  
1st seen on WPIX, switched to WNBT Summer '51.

SUPER CIRCUS - from WENR-TV to ABC net\*; Sun 5-6pm; DEBUT SEPT 1948; SPON:  $\frac{1}{2}$ hr by  
Mars Inc(Snickers) thru Leo Burnett, alt week  $\frac{1}{2}$ hr by Internatl Shoe  
(Peters Shoes) thru Henri, Hurst & McDonald, Canada Dry thru JM Mathes; PROD: Phil  
Patton; DIR: Ed Skotch; WRITER: Bill Adams; PROD: \$12,000 per hr; MAR MULTIPULSE:  
20.9; NO HIATUS IN '51; child audience participation & circus acts with regulars  
Claude Kirchner(ringmaster), clown Cliff Soubier, Mary Hartline, Bruce Chase & band;  
\*NOTE STATION LINE-UP - Mars: 32 live, 18 kine, Canada Dry: 24 live, 16 kine, Intnatl  
Shoe: 21 live, 16 kine. NO '52 HIATUS, but one or more sponsors may drop out.

TIME FOR BEANY - ON FILM - on WCBS-TV only, & KTLA; Sat 2:15-2:30pm, Mon thru Fri  
5:30-5:45pm; DEBUT(on WCBS-TV): JAN 28, 1952; SPON(Tu, Th & Sat):  
Leigh Foods(Flamingo Orange Juice) handled direct; PROD-DIR: Bob Clompett; WRITER:  
Lloyd Turner; SETS: Bob Dahlquist; CAMERA: Gordon Minter; MAR NY TELEPULSE: 4.6;  
Paramount TV Prod'ns is syndicator; HISTORY: Had been on WOR-TV 2 years prior to CBS.

TOM CORBETT, SPACE CADET - from WJZ-TV to 19 ABC sta plus 18 kine; Mon-Wed-Fri 6:30-  
6:45pm; DEBUT OCT 1950; SPON: Kellogg's(Raisin Bran, Corn  
Flakes, Pep, Gro-Pup) thru Kenyon & Eckhardt; AGCY SUP: Phil Kenny; PKGR: Rockhill;  
PROD: Allen Ducovny, Rockhill; DIR: George Gould; CAST: Ducovny; SCRIPT ED: Albert  
Aley, Rockhill; PROD: \$8000; MAR MULTIPULSE: 8.2; NO HIATUS IN '51; adventures in  
space narrated by Jackson Beck, with Frankie Thomas in title role, Margaret Garland  
as "Dr. Joan Dale", Edward Bryce as "Capt Steve Strong", Jan Merlin as "Al Markim";  
HISTORY: Was on CBS-TV, switched to ABC Jan 1951. May move to NBC-TV on June 30.

TOOTSIE HIPPODROME - from WJZ-TV to 16 ABC sta plus 11 kine; Sun 12:15-12:30pm; DEBUT  
FEB 3, 1952; SPON: Sweets Co of Amer(Tootsie Rolls) thru Moselle  
& Eisen; AGCY SUP: Henry Eisen; PKGR: Moselle & Eisen; PROD-CAST: John Reed King 55  
W 53 CO 5-0343; DIR: Jerry Franks; MAR MULTIPULSE: 3.4; John Reed King MC's; 3 teen-  
agers phoned each week, chosen from letters sent in, get chance to answer questions;  
also uses circus variety act. DROPPED in May 1952.

THE WHISTLING WIZARD - from WCBS-TV to CBS net; SUSTAINING; Sat 11-11:30am; DEBUT  
NOV 3, 1951; PROD: Ben Magnes, CBS; DIR: Frances Buss CBS;  
WRITER: Rupert Bray; NARRATOR: Doris Brown; MAR MULTIPULSE: 6.6; Puppets by Bil &  
Cora Baird in original fairy tales; HISTORY: Was first seen as "Lucky Pup", debuted  
Aug 1948; character of "Lucky Pup" dropped in current series.

WILD BILL HICKOK - ON FILM - on WABD & other spots; on WABD Sat 6:30-7pm; DEBUT on  
WABD FEB 9, 1952; SPON: Kellogg's(Sugar Corn Pops) thru Leo Bur-  
nett; AGCY SUP: Dave Dole; PKGR-PROD: Wm F. Broidy, Hwood; ASSOC PROD: Wesley Barry;  
DIR: Frank McDonald; CAMERA: John Martin; WRITER: Bill Raynor; SUP ED: Ace Herman;  
ART DIR: David Milton; PROD: \$15,000; Guy Madison stars in title role with Andy  
Devine as his sidekick.

YOUR PET SHOW - on WPIX only; Sat 5-5:30pm; DEBUT JAN 1951; SPON: Flag Pet Food thru  
Wm Warren, Jackson & Delaney; AGCY SUP-PROD: Jack Bucholtz, WJ&D; DIR:  
Al Hartigan, WPIX; Charles Mountain & dog trainer Mike Nuzzola teach dog training.



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ZOO PARADE - from WNBQ Chicago to 28 NBC sta plus 13 kine; Sun 5-5:30pm; SPONSORED FROM OCT 1950; SPON: Ken-L Products Div of Quaker Oats(Ken-L Biskit, Ken-L Meal) thru Ruthrauff & Ryan; AGCY SUP: WC Johnson, R&R Chicago; PROD-DIR: Don Meier, WNBQ; PROD: \$3000; MAR MULTIPULSE: 12.6; TOOK HIATUS IN '51; R. Marlin Perkins director of Lincoln Park Zoo takes viewers on tour thru zoo; assistant Jim Hurlbut also delivers commercials.

## NEWS PROGRAMS

### ABC

DREW PEARSON - from WJZ-TV to 17 ABC sta; Sun 11-11:15pm; DEBUT APR 4, 1952; SPON: Carter Products thru Ted Bates; AGCY SUP: MacDonald Dunbar; PROD: William Neel; DIR: Bob Massell; Drew Pearson utilizes graphic arts & occasional film clips to document important points in his news commentary.

GORDON FRASER WITH THE WORLD NEWS - on WJZ-TV only; SUSTAINING; Mon thru Fri 7-7:15pm DEBUT OCT 22, 1951; PROD-DIR: John Madigan, WJZ-TV; FILM CLIPS: UP-Movietone News; MAR NY TELEPULSE: 2.8; Gordon Fraser using UP & ABC facilities for current news reports; HISTORY: John Daly was commentator.

NIGHTCAP NEWS - on WJZ-TV only; Mon thru Fri 11-11:10pm; DEBUT OCT 22, 1951; SPON: Brewing Corp of Amer(Carlings Red-Cap Ale & Black Label Beer) thru Benton & Bowles; PROD'N SUP: John Madigan, WJZ-TV; FILM CLIPS: UP-Movietone News; MAR NY TELEPULSE: 1.7; Dorian St. George does off-camera commentary with Movietone News.

REID'S WEATHERMAN - on WJZ-TV only; Mon thru Fri 6:55-7pm, also seen Mon thru Fri 11:10-11:15pm as "Reid's Nightcap Weather"; DEBUT MAR 17, 1952; SPON: Pioneer Div of Borden Co(Reid's Ice Cream) thru Doherty Clifford & Shenfield; AGCY SUP: Esther Jealous; PROD-DIR: Bob Clear, DC&S; Jim Fair reports & forecasts weather, uses charts.

### CBS

ALLAN JACKSON WITH NEWS OF THE NIGHT - on WCBS-TV only; M-W-F 11:15-11:25pm; Tu-Th-Sat 11-11:10pm; SPON: Chevrolet Dealers thru Campbell-Ewald; AGCY SUP-COMMLS: Don Benkhart; PROD-DIR: Vince Walters, WCBS-TV; MAR NY TELEPULSE: 8.4; Allan Jackson presents live news commentary with films & balops; Harry Marble takes over Saturday night show; DEBUT MAY 1950.

DOUGLAS EDWARDS WITH THE NEWS - from WCBS-TV to 16 CBS sta plus 2 kine; Mon thru Fri 7:30-7:45pm; SPON(M-W-F): Oldsmobile thru DP Brother, Detroit, (Tu-Th): Columbia Records thru McCann-Erickson; AGCY SUP(Mc-E): Don McClure; AGCY COMMLS(Mc-E): John Franck; PROD-DIR: Don Hewitt; ANCR(Col Rec): Bill Bivens; MAR MULTIPULSE: 10.7; NO HIATUS IN '51; Douglas Edwards, commentator, uses stills, film clips, charts, cartoons; HISTORY: Allan Jackson subs for Edwards during summer; Columbia Records' segments picked up by Pall Mall thru SSC&B in May.

MORNING NEWS - from WCBS-TV to CBS net; SUSTAINING; Mon thru Thu 10-10:15am, Fri 10-10:30am; PROD-DIR: Ted Marvel, WCBS-TV; MAR MULTIPULSE: 2.2; Dorothy Doan & Harry Marble aim news at femme audience, intvw 2 guests; DEBUT JAN 7, 1952.

RAIN OR SHINE - on WCBS-TV only; Mon thru Fri 7:25-7:30pm; DEBUT MAR 17, 1952; SPON: (Thu only): Converted Rice Inc thru Leo Burnett; SUPERV DIR(alt): Jon Fogel & Frank Moriarity, WCBS-TV; Jim McKay outlines general weather conditions.

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PROGRAM COSTS, especially for local and staff produced shows, are particularly difficult to determine. We have done so wherever possible.

ROSS REPORTS

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NEWS PROGRAMS (more)







SEE IT NOW - from WCBS-TV to 31 CBS sta plus 3 kine; Sun 6:30-7pm; DEBUT NOV 18, '51;  
SPON: Aluminum Co of Amer thru Fuller & Smith & Ross; AGCY SUP-COMMLS:  
Byron McKinney; PKGR-PROD: Edward R. Murrow & Fred F. Friendly; DIR-ED: Don Hewitt;  
SETS: Grover Cole; ANCR: Hugh Holder; MAR MULTIPULSE: 8.6; Ed Murrow uses film in  
showing world news as it happens; 4 mobile camera crews are used exclusively by the  
show; WILL TAKE HIATUS STARTING JULY, replaced for summer by It's News to Me.

SUNDAY NEWS SPECIAL WITH DON HOLLENBECK - from WCBS-TV to 13 CBS sta; Sun 11-11:15pm;  
DEBUT JAN 1951; SPON: Norwich Pharmacal  
(Pepto-Bismol, Unguentine, Aspirin) thru Benton & Bowles; AGCY SUP: Don Wallis; AGCY  
COMMLS: Tom Dunphy; DIR: Ted Marvel, WCBS-TV; ANCR: Dwight Weist; MAR MULTUPLSE: 10.5;  
NO HIATUS IN '51; Don Hollenbeck uses film clips, balops.

#### DuM

DuMONT NEWS - on WABD only; SUSTAINING; Mon thru Fri 4:55-5pm; PROD SUPERV: Marion  
Glick, DuM; Ed Condit & DuM staff announcers report the news; NO HIATUS  
in '51.

LATE NEWS SHOW - on WABD only; SUSTAINING; Sat & Sun preceding sign-off time, 5-min  
news show; PROD: DuM News; Ed Condit, Dick Noel, Bill O'Toole &  
other DuM staff announcers alternate in reporting the news; HISTORY: Was seen Mon  
thru Sun until Apr 7, 1952 when Barry Gray's "TV Newspaper" took over Mon thru Fri.

MORNING NEWS - on WABD only; SUSTAINING; Mon thru Fri 10:05-10:15am; PROD-DIR: Marion  
Glick, DuM; Ed Condit regularly reports the news for femme audience;  
NO HIATUS IN '51.

NOONTIME NEWS - from WABD to DuM net; SUSTAINING; Mon thru Fri 12:15-12:30pm; SUPERV  
PROD: Marion Glick, DuM; Walter Raney reports the news.

SUNDAY MATINEE NEWS - on WABD only; SPON: Best Foods(all products) thru Benton &  
Bowles; AGCY SUP: Charles Fisher & Bo Bojalian; PROD(for B&B):  
Marion Glick, DuM; Rex Marshall reports the news; HIATUS STARTING APR 20, 1952, will  
return Fall '52.

THE TELEVISION NEWSPAPER WITH BARRY GRAY - on WABD only; Mon thru Fri 11-11:15pm;  
DEBUT APR 7, 1952; SPON: Sealy Mattress &  
Michaels Bros(Posturepedic Mattresses) thru Getschal & Ritchard; AGCY SUP: Budd Get-  
schal; PROD: Buddy Allen; DIR: Barry Shear, DuM; Barry Gray discusses highlights of  
daily news, using photos; intvws guests occasionally.

#### NBC

CAMEL NEWS CARAVAN - from WNBT to 39 NBC sta; Mon thru Fri 7:45-8pm; DEBUT FEB 1949;  
SPON: Camel Cigs thru Wm Esty; AGCY SUP: Stan Lomas; PROD: Frank  
McCall; DIR: Ralph H. Peterson; MAR MULTIPULSE: 13.6; John Cameron Swayze, commenta-  
tor, using film segments, charts & frequent pick-ups from Peter Grant(Cincinnati),  
Jim Hurlbut(Chicago), David Brinkley(Wash DC), Clint Youle reports the weather from  
Chicago, and Ken Banghart, Radcliffe Hall, Don Goddard & Bob Wilson(whose voice is  
heard only) from New York; NO HIATUS IN '51.

ELEVENTH HOUR NEWS on WNBT only; Sun thru Fri 11-11:10pm; DEBUT JAN 14, 1952; SPON  
(Sun-Mon-Wed): Nat'l City Bank thru BBD&O, (Tue-Thu-Fri): Kroehler  
Furniture thru Henri Hurst & McDonald; PROD-DIR: Bob Priaulx, WNBT; MAR NY TELEPULSE:  
7.7; John K.M. McCaffrey, commentator, uses film clips, charts; Sun-Mon-Wed commls  
consist of McCaffrey intvwing member of Nat'l City Bank.

MORGAN BEATTY NEWS - from WNBW Wash DC to NBC net; SUSTAINING; Sat 5:25-5:30pm; DEBUT  
JAN 19, 1952; Morgan Beatty with inside story of significant  
headlines, also presents a film feature made for the program.

ROSS REPORTS







CENTURY EDITION OF THE NEWS - on WNBT only; Mon thru Fri 6:45-6:50pm; DEBUT MAR 10, 1952; SPON: Van Heusen Shirts thru Grey; Ben Grauer reports the news; DIR: Jim Elson, WNBT; HISTORY: Show took over part of cancelled time on Tex & Jinx show.

SATURDAY NIGHT NEWS - on WNBT only; Sat 11-11:15pm; SPON: Savarin Coffee thru Gumbinner; DIR: Bob Priaulx, WNBT; ANCR(for Savarin): Miss Jean Alexander; Bob Wilson reports the news; HISTORY: This is part of WNBT's "Eleventh Hour News" seen Sun thru Fri.

TODAY - from WNBT to 28 NBC sta; Mon thru Fri 7-9am; DEBUT JAN 14, 1952; SPON: Participations; PKGR: NBC-TV; EXEC PROD: Nort Werner; PROD: Bill Stuart; DIR: Mike Zeamer & Jac Hein; EDIT SUPERV: Burroughs Prince; OVERSEAS ED: Paul Cunningham; PROD ED: Charles Speer; NEWS ED: Jim Fleming; ASST PROD: Joe Thompson; MAR MULTIPULSE: 3.2; Dave Garroway as communicator with up-to-the-minute world news, reviews of Bway openings, movies, books, records, also intvws celebrity guests; newscasters Jack Fleming, Jack Lescoulie, Radcliffe Hall, & Peter Roberts also seen.

WEATHER BY UNCLE WEATHBEE - see bottom of page.

WOR

NEWS WITH JOHN WINGATE - on WOR-TV only; Mon thru Fri 7:15-7:30pm and 9-9:10pm; Sun 7-7:15pm; SPON: Participations; DEBUT OCT 1950; DIR: Richard Simon, WOR-TV; FILM CLIPS by 20th Century-Fox; FILM ED: Larry Pickard; MAR NY TELE-PULSE: 2.3; John Wingate reports the news. NO HIATUS IN '51.

TONIGHT'S NEWSREEL - on WOR-TV only; SUSTAINING; Mon thru Fri 11-11:30pm; DEBUT APR 21, 1952; FILM PROD: UP & Fox Movietone News; DIR-ED: Dick McCutcheon; Dick McCutcheon narrates UP-Fox newsreels.

WPIX

IT HAPPENED THIS WEEK - on WPIX only; SUSTAINING; Sun 7-7:30pm; PROD-DIR: Walter Engels, WPIX; Joe Bolton & Guy LeBow report the week's events

MATINEE NEWSREEL - on WPIX only; SUSTAINING; Mon thru Fri 12:50-1pm; PROD: WPIX News; WPIX staff announcers report the news.

NEWS OF THE HOUR - on WPIX only; Mon thru Fri 3-3:05pm & 4-4:05pm days of eve baseball, 9-9:05pm & 10-10:05pm days of aftn'n baseball; SPON: VIM thru William Warren, Jackson & Delaney; PROD-DIR: Walter Engels, WPIX; John Tillman reports the news.

SANDMAN NEWS - on WPIX only; Mon thru Sat 12:15-12:20am, Sun 11:30-11:35pm; SPON: Sanka Coffee thru Young & Rubicam; AGCY COMMLS: Ben Maugham; PROD-DIR: Walter Engels, WPIX; John Tillman reports the news.

TELEPIX NEWSREEL - on WPIX only; Sun thru Sat 6:30-6:40pm & 10:40-10:50pm; SPON: Con Edison thru BBD&O; PROD-DIR: Walter Engels, WPIX; John Tillman, commentator, with spot news and films that cover events no more than 2 hrs after they occur; DEBUT SEPT 1949; NO HIATUS IN '51.

TOMORROW'S NEWS - on WPIX only; Sun thru Sat 10:50-11pm; SUSTAINING; PROD-DIR: Walter Engels; John Tillman reports news; HISTORY: Was Sponsored by Vim Stores; DEBUT MAY 1950; NO HIATUS IN '51.

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WEATHER BY UNCLE WEATHBEE - on WNBT only; Mon thru Fri 6:55-7pm; DEBUT NOV '49; SPON: Con Edison Co of NY thru BBD&O; PROD: Tex Antoine; DIR: John Stearns; NO HIATUS IN '51; "Tex" Antoine reports on the local weather, explains the weather map & uses a cartoon character to show by his expression what next day's weather will be.

ROSS REPORTS







THE WEATHERMAN - on WPIX only; Sun thru Sat 6:40-6:45pm & 10:40-10:45pm; SPON: Taystee Bread thru Young & Rubicam; Joe Bolton reports local weather conditions.

YOUR ESSO REPORTER - on WPIX only; Mon thru Sat 7-7:15pm; SPON: Esso thru Marschalk & Pratt; PROD-DIR: Walter Engels; Kevin Kennedy reports the news

SPORTS REMOTES & SPORTS NEWS PROGRAMS

ABC

GIRLS BASEBALL - from WJZ-TV to the net; Sat 8:30-end of game; DEBUT MAY 16, 1951; SPON: Co-op; PROD: John Madigan; DIR: Marshall Diskin & Eddie Nugent; Nat'l Women's Pro Softball League games; returned May 10, 1952.

MEET THE CHAMP - from various stations to the ABC net(11 live & 30 kine); Thu 9:30-10pm; DEBUT JAN 3, 1952; SPON: Amer Tobacco(Lucky Strike) thru BBD&O; PKGR-PROD: Wally Butterworth; DIR: Charles Russchon; Wally Butterworth MC's boxing bouts from various armed forces centers with members of the armed forces competing in matches arranged by Jimmy Bronson, Tommy Loughran & Bill Cavanaugh. OFF 6/26.

TOMMY HENRICH SPORTS SHOW - on WJZ-TV only;; Tu & Th 7:15-7:30pm; DEBUT MARCH 3, 1952; SPON: Socony-Vacuum(Mobilgas) thru Compton; PROD-DIR: Roger Shope; WRITER: Frank Scott; Tommy Henrich, former big-league baseball player interviews prominent sports personalities; Russ Hodges had time spot during winter 1951-52; from May 19 program will be seen across-the-board, M,W,F shows sustaining.

WRESTLING FROM RAINBO - from WENR-TV(Chicago) to the net; Wed 11pm-12midnite; DEBUT MARCH, 1950; SPON: Co-op; DIR: Doug Gabrielle; MAR MULTI-PULSE 8.5; Wayne Griffin, commentator; NO HIATUS IN '51.

CBS

BLUE RIBBON FIGHTS - from various sta to the net(45 live & 2 kine); Wed 10-11pm; DEBUT SEPT, 1950; SPON: Pabst Beer thru Warwick & Legler; PROD: Bill Warwick W&L; DIR: Joe Gratz W&L; Russ Hodges & Steve Ellis, sportscasters; HISTORY: Showed films during summer hiatus '51; this year fights will continue. MAR MULTIPULSE 28.3.

ROLLER DERBY - on WCBS-TV only; Sat 2:30-5pm; DEBUT SEPT, 1949; SUSTAINING; PKGR: Roller Derby; PROD-DIR: Frank Moriarity WCBS-TV; Ken Nydell, assisted by Ken Gurian, narrates; program is seen on film in 23 spot markets under local sponsorship; NY MAR TELEPULSE 7.1; HISTORY: Debuted on ABC in 1949; switched to CBS on May 24, 1951.

SPORTS OF THE NIGHT - on WCBS-TV only; Mon thru Fri, 5 min at 11:10 or 11:25pm; DEBUT SEPT 3, 1951; SPON: Wildroot(Cream Oil Hair Tonic & Liquid Cream Shampoo) thru BBD&O; AGCY SUPERV: Walter Tibbals; DIR: Frank Harms WCBS-TV; Jim McKay is sportscaster with roundup of sports events.

SPORTS SPOT - from WCBS-TV to 24 sta; Wed 10:45-11pm; DEBUT JUNE 6, 1951; SPON: White Owl Cigar thru Young & Rubicam; PROD: Judson Bailey CBS; DIR: Lloyd Gross & Jud Bailey; Mel Allen or other sportscasters in interviews following Wednesday fights. MAR MULTIPULSE 28.0.

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DuMONT

BOXING FROM EASTERN PARKWAY - from WABD to the net; Mon 9:30-11pm(10-11pm WABD);  
DEBUT OCT, 1950; SPON: Co-op; PROD: DuMont in asen  
with Emil Lentz; DIR: Harry Coyle DuM; bouts are promoted by DuMont.

SPORTSCOPE - on WABD only; Thurs 11-11:15pm; DEBUT APRIL 10, 1952; SPON: Harvey's Sea  
Food Restaurant thru Albert Black; PKGR-PROD: Albert Black; DIR: Frank  
Roberts at Black; Guy LeBow interviews sports personalities.

SPORTS SHOWCASE - from WGN-TV(Chicago) to 14 sta; after wrestling - (approx 11:05pm);  
DEBUT APRIL 12, 1952; SPON - Boyle Midway(Autobrite) thru W. Earl  
Bothwell; Jack Brickhouse does quarter-hour interview show.

WRESTLING - from WGN-TV to the net; Sat 9:30pm-end of bouts; DEBUT SEPT, 1949; SPON:  
Co-op; NO HIATUS IN '51; Jack Brickhouse narrates bouts.(NY 10:30pm-end)

STOCK CAR RACING - on WABD only; Sat 8:30-10:30pm; DEBUT MAY 3, 1952; SUSTAINING;  
DIR: Harry Coyle WABD; Bill O'Toole & Fred Scott announce races.

NBC

BILL STERN SHOW - on WNBT only; Mon thru Fri 6:50-6:55pm & 11:10-11:15pm; DEBUT  
MAR 10,1952; SPON: Krueger Beer thru Charles Dallas Reach(early  
show); & Howard Clothes thru Peck(late show); AGCY SUPERV: Andrew Schmidt at Reach &  
Herb Stiefel at Peck; PROD: Al Lawrence; DIR: Howard Davis(early) & John Chapin(late);  
Bill Stern reports the latest sports news.

CAVALCADE OF SPORTS - from WNBT to 45 sta & 4 kine; Fri 10-10:45pm; DEBUT OCT, 1948;  
SPON: Gillette Safety Razor thru Maxon; PROD: Jack Mills;  
DIR: Jack Dillon & Lew Brown NBC; Jimmy Powers announces big-name boxing bouts from  
various NYC arenas; MARCH MULTIPULSE 27.3; SUMMER HIATUS IN '51, during which time  
program was replaced by fight films.

DIMAGGIO'S DUGOUT - on WNBT only(ON FILM); Sun 11:45am-12noon; DEBUT APRIL 6, 1952p  
SPON: Buitoni Macaroni thru Albert Frank-Guenther Law; AGCY  
SUPERV: Robert W. Day; PKGR: Wyatt-Schuebel; FILM PROD: Fairfield Films; WRITER:  
Bill Ballard; Joe DiMaggio is quizmaster with kids answering baseball questions;  
ANNCR: Bud Palmer.

GREATEST FIGHTS OF THE CENTURY - from WNBT(on film) to 34 sta & 2 spots; Fri 10:45-  
11pm; DEBUT APRIL, 1949; SPON: Chesebrough(Vaseline  
Cream Hair Tonic thru Cayton; PROD-DIR: Allan Black at Cayton; WRITER: Allan Black &  
Jim Stevenson; Fight films obtained through Manny Baum Enterprises; Jim Stevenson is  
commentator for films of outstanding fights of the past; MARCH MULTIPULSE 21.5.

WOR

BOXING AT ST. NICK'S - on WOR-TV only; Mon 9:15pm-end of fight; SPON: Participations;  
DIR: Roger Bower; Stan Lomax & Dick Nesbitt describe fights.

BOXING FROM RIDGEWOOD GROVE - on WOR-TV only; Sat 9-11pm; SPON: Participations; DIR:  
Roger Bower; Stan Lomax & Dick Nesbitt are commentators.

DODGERS BASEBALL - on WOR-TV only; DEBUT APRIL 1949; SPON: Schaefer Beer & Lucky  
Strike thru BBD&O (one day one sponsor takes first 4 innings, the  
other sponsor next 5; if game runs over then 2 innings each in turn; games alternated  
in this manner); AGCY SUPERV: Charles Partington(Schaefer) & Herminio Traviesas(Lucky  
Strike); PROD: Jim Bridges BBD&O; DIR: Ralph Giffen; Red Barber, Connie Desmond &  
Vince Scully are commentators; HISTORY: On CBS-TV 1949 for Schaefer, to WOR in 1951.

ROSS REPORTS



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HAPPY FELTON'S KNOT HOLE GANG - on WOR-TV only  $\frac{1}{2}$  hr before Dodgers home games; DEBUT SUMMER 1950; SPON: Loew's Theaters & MGM Pictures thru Donahue & Coe; AGCY SUPERV: Carl Rigrod; PKGR-PROD: Happy Felton; DIR: John Horstmann, Jr; Happy Felton & sandlot baseball players work out with Dodger players. Loew's & MGM picked up show this year.

HARNESS RACING - on WOR-TV only; Wed 9:45-11pm; DEBUT APRIL 30, 1952; SPON: Consolidated Royal Chemical thru Ruthrauff & Ryan; DIR: John Horstmann, Jr. & Roger Bower; Stan Lomax & Jimmy Powers describe races from Yonkers & Roosevelt Raceways; will be seen thru Nov 15.

SPORTS WITH HARRY WISMER - on WOR-TV only; Mon thru Fri 7-7:10pm; DEBUT APRIL 14, 1952; SPON: Pennsylvania Rubber thru D'Arcy; DIR: Roger Bower; Harry Wismer gives late sports results; some interviews.

TALK TO THE STARS - on WOR-TV only; 15 min following Dodger home games; DEBUT APRIL, 1951; SPON: Tidewater Assoc Oil(Lennen & Mitchell) & Thom McAn Shoes(Neff-Rogow); PKGR-PROD: Happy Felton; DIR: John Horstmann, Jr, WOR; viewers sending in best baseball questions talk with star players of the day by telephone, with Happy Felton as MC.

TENPIN STARS - on WOR-TV only; Sun 10:30-11:30pm; DEBUT OCT 7, 1951; SPON: Participations; PKGR-PROD: Al Cirillo; DIR: Mel London; Al Cirillo is MC, with program featuring top bowling games from Bowlmor Lanes; HISTORY: Seen on various other stations for 3 years, until 3/23/52 was seen from 11pm-12mid on WOR. MARCH NYC TELEPULSE 1.5.

WRESTLING FROM RIDGEWOOD GROVE - on WOR-TV only; Thurs 9:15-11pm; DEBUT 1950; SPON: Sunset Appliances thru Arnold Cohan; DIR: Roger Bower; Lonnie Starr is commentator for the bouts.

WRESTLING FROM JAMAICA ARENA - on WOR-TV only; Fri 9:15-end; DEBUT 1950; SPON: Consolidated Royal Chemical(Ruthrauff & Ryan) & Italian Swiss Colony Wine(Honig-Cooper, San Francisco); DIR: Roger Bower; Stan Lomax & Dick Nesbitt are commentators for the bouts.

#### WPIX

A DAY WITH THE GIANTS - on WPIX only; 15 min before Giant home games; DEBUT 1951; SPON: Dodge thru Ruthrauff & Ryan; AGCY SUPERV: John Cole; PROD-DIR: Jack Murphy WPIX; Laraine Day interviews 1 Giant player & 1 visiting team player; HISTORY: Krueger Beer sponsored program in 1951.

CLUBHOUSE INTERVIEWS - on WPIX only; 10 min following Giant home games; DEBUT 1950; SPON: White Rock Beverages thru Kenyon & Eckhardt; AGCY SUPERV: Al Tennyson; PROD-DIR: Jack Murphy; Win Elliot interviews 1 player from each team.

GIANTS BASEBALL - on WPIX only; DEBUT APRIL 1949; SPON: Chesterfields thru Cunningham & Walsh; AGCY SUPERV: Harry Bailey; PROD-DIR: Jack Murphy WPIX; Russ Hodges & Ernie Harwell describe games.

GIANT JOTTINGS - on WPIX only; Mon-Sat 10:45-10:50pm; DEBUT 1951; SPON: NY Giants; PROD-DIR: Pete Molnar WPIX; Sam Aro & Joan Crosby discuss the team.

JOE DIMAGGIO'S YANKEE PREVIEW - on WPIX only; 10 min before & after Yankee games; DEBUT APRIL, 1952; SPON: Philip Morris thru Blow; AGCY SUPERV: Jim Beach; PROD-DIR: Jack Murphy WPIX; Joe DiMaggio interviews players.







PLAY BALL - on WPIX only; after day-time ball games 4:50-5pm; DEBUT 1950; SPON: Bedford Store thru Al Black; PKGR-PROD: Al Black; DIR: Al Hartigan; Guy LeBow & Hal Tunis conduct telephone sports quiz.

POWERHOUSE OF SPORTS NEWS - on WPIX only; Sun thru Sat 6:45-7pm; DEBUT MAY 1949; SPON: R&H(Crown Premium Beer) thru Sullivan, Stauffer, Colwell & Bayles; PROD: Jimmy Powers; DIR: Bob Busch & Pete Molnar; Jimmy Powers interviews sports personalities and reports on sports; was sponsored by Howard Clothes until this year.

YANKEES BASEBALL - on WPIX only; DEBUT APRIL 1949; SPON: Ballantine Beer & Ale thru JWT and White Owl Cigars thru Y&R(3rd & 7th inning participation); AGCY SUPERV: Norman Varney & Bob Darden(JWT) & Tom Brennan & Danny Sargent(Y&R); PROD-DIR: Jack Murphy WPIX; Mel Allen & Art Gleeson commentators for TV, Bill Crowley on radio; HISTORY: WPIX started carrying all home games this year - last year took a feed from WABD which had been carrying since 1949.

Regularly-Scheduled FEATURE FILMS & SHORTS (Network & NYC as of May)

ABC

Mon-Fri - 12:30-1pm Feature(John Conte MC)  
4-5pm Feature WJZ-TV only  
5:30-6pm Western(Jimmy Atkins MC)  
10-11pm Feature(Ted Campbell MC)  
11:15-12:15 Feature WJZ(except Wed)  
Mon - 8:30-9:30 Feature  
Tue - 8-9pm Documentary Films  
Wed - 6:30-6:45 Comedy Shorts  
9:30-10pm Mysteries(Ruth Gilbert MC)  
Sat - 3:15-3:30 Film Shorts  
3:30-6pm Double Feature  
Sun - 1:30-4:45 Triple Feature WJZ-TV  
4:45-5pm Comedy Shorts  
9-9pm King's Crossroads-Shorts

NBC (all local)

Mon-Fri - 10-10:30 Documentary Shorts  
11-11:30 Same (goes to network)  
12:30-12:45 Children's Shorts  
1:30-2:30 Feature  
6:15-6:30 Shorts(Ed Herlihy MC)  
11:15-12:15 Feature  
Sat - 9-10:30 Children's Films  
4:30-5 Western  
6-7 Hopalong Cassidy  
11:15-12:15 Late Feature  
Sun - 9:45-10am Travelogue  
10-10:30 Adventure Serial  
10:30-11am Film Shorts  
11:15-12:15 Late Feature

WPIX

Mon-Sat - 1-2:15pm Feature  
5:30-6:30 6-Gun Playhouse  
7:15-8:30 Feature  
11:15-12:30 Night Owl Feature

CBS

(all local)

Mon-Fri - 4:30-5:30pm Feature  
5:45-6:15pm Comedy Shorts  
6:15-7:25pm Early Feature  
11:30-12:45am Late Feature  
Fri - 12:45-2:15am Late Late Show  
Sat - 1:30-2:15pm Western  
5:45-7pm Early Feature  
11:15-12:45am Late Feature  
12:45-2:15am Late Late Show  
Sun - 1-3pm Feature  
11:30-12:45am Late Feature

DuM

(all local)

Mon-Fri - 7:30-8pm Serial  
Wed - 8-9pm Action Feature  
10-11pm Foreign Feature  
Sat - 10-11am Western  
11:30-12noon Shorts  
6-7pm Western  
Sun - 11:30-12:30pm Action Feature  
1-1:30 Documentary  
5:30-6pm Documentaries  
7:30-9pm Feature  
11-11:15pm Comedy Shorts

WOR

Mon-Fri - 12:30-2pm Shorts-Western  
5-6pm Feature  
3:30-4:30 Feature(or BB)  
Sat - 4-5pm Feature  
5:30-8:30 2 Westerns  
Sun - 3-4:30 Italian Feature  
4:30-7pm Double Feature  
8-9:30 2 Mysteries

WPIX

Sun - 9:30-10:30 Feature  
Sat - 8:30-10:30 Double Feature



The following information was obtained from the records of the Department of Health and Human Services, Office of the Assistant Secretary for Health Policy and Statistics, regarding the activities of the National Health and Medical Research Council (NH&MRC) in the area of research on the health of the Australian population.

The NH&MRC is a statutory body established under the Health Research Act 1987. Its primary function is to advise the Government on matters relating to the health of the Australian population. The NH&MRC is composed of members appointed by the Minister for Health and Ageing, and its activities are funded by the Australian Government.

Summary of NH&MRC Research Activities

Year	Research Topic	Researcher(s)	Year	Research Topic	Researcher(s)
2008	Health of the Australian population	Dr. [Name]	2008	Health of the Australian population	Dr. [Name]
2009	Health of the Australian population	Dr. [Name]	2009	Health of the Australian population	Dr. [Name]
2010	Health of the Australian population	Dr. [Name]	2010	Health of the Australian population	Dr. [Name]
2011	Health of the Australian population	Dr. [Name]	2011	Health of the Australian population	Dr. [Name]
2012	Health of the Australian population	Dr. [Name]	2012	Health of the Australian population	Dr. [Name]
2013	Health of the Australian population	Dr. [Name]	2013	Health of the Australian population	Dr. [Name]
2014	Health of the Australian population	Dr. [Name]	2014	Health of the Australian population	Dr. [Name]
2015	Health of the Australian population	Dr. [Name]	2015	Health of the Australian population	Dr. [Name]
2016	Health of the Australian population	Dr. [Name]	2016	Health of the Australian population	Dr. [Name]
2017	Health of the Australian population	Dr. [Name]	2017	Health of the Australian population	Dr. [Name]
2018	Health of the Australian population	Dr. [Name]	2018	Health of the Australian population	Dr. [Name]
2019	Health of the Australian population	Dr. [Name]	2019	Health of the Australian population	Dr. [Name]
2020	Health of the Australian population	Dr. [Name]	2020	Health of the Australian population	Dr. [Name]



# PROGRAM CASUALTIES - July 1951 to May 1952

Following are those programs no longer being telecast as of the effective date of this issue: April-May 1952. Some were merely summer or other seasonal replacements. Others were on the air in May 1951 but have since departed. Where exact debut or departure dates are missing, either faulty reporting or mass program shiftings are to blame. A similar list supplemented last year's report for May 1951.

	DEBUT	DEPART
The Ad Libbers: impromptu sketches, summer repl for "Mama"(GF) - CBS	Jul 51	Aug 51
Al Morgan: ½hr musical from WGN-TV Chi - DuM	Nov 49	
Alan Young: ½hr comedy with variety guests (Esso & Kroger) - CBS	Apr 50	Mar 52
The Amazing Mr. Malone: ½hr adventure dramas w/Lee Tracy (Seiberling)A	Sep 51	Mar 52
America In View: documentary films, travelogues, etc. - ABC	Nov 51	Mar 52
America Speaks: documentary films as summer repl, daytime - NBC	Jul 51	Sep 51
American Youth Forum: HS & College students quiz news figure - NBC	Sep 51	Mar 52
Assignment: Manhunt: ½hr dramas, summer repl for "Hit Parade"(Am Tob)N	Jul 51	Sep 51
Assembly VI: Ford Found'n films on UN Assembly in Paris - NBC	Nov 51	
At Home Show: ½hr musical w/Earl Wrightson & guest(Masland)CBS & ABC	Sep 49	Jan 52
Author, Author: scripts of new authors judged by panel - ABC	Sep 51	
Battle of the Boroughs: quiz with Durwood Kirby, Ted Brown (R&H Beer)C	Jun 51	
Beat The Champ: sports quiz with Hal Tunis (Bedford Stores) - WABD	Oct 51	
Bess Myerson: daytime homemaking etc show w/Jack Wilson - WOR	Nov 51	
Betty Crocker Star Time: Intvws w/Ad Hawley, later dramas (GenMills)A	Apr 50	Apr 52
Bigelow Theater: ½hr film dramas by J Fairbanks(Big'w-Sanfd)WCBS-WABD	Dec 50	Dec 51
Big Joe's Happiness Exch: Interviews by Big Joe Rosenfield - WABD	May 51	
Bill Goodwin: daytime vty with Eileen Barton, Roger Dann (GE) - NBC	Sep 51	Mar 52
Boston Blackie: ½hr film advture by Ziv, still seen other spots - WNBT	Sep 51	Mar 52
Boys RR Club: ½hr advture dramas, pre-Xmas cycle (AC Gilbert) - WABD	Oct 51	Dec 51
By-Line (News Gal): Betty Furness in ½hr advtures (Kaiser-Frazer)-ABC	Oct 51	Dec 51
Broadway Open House: 11pm-12 variety, Jerry Lester etc(Anchor-Hockg) N	May 50	Aug 51
Better Home Show: Norman Brokenshire on film(Penn Anthr)was ABC,now Spot	Oct 50	Apr 52
Cameo Theater: ½hr arena-style dramas(Regents, H Bishop) - NBC	Jun 50	Apr 52
Carmel Myers: personality interviews - ABC	Jun 51	Feb 52
Cavalcade of Bands: 1hr of name bands, vty acts (Drugstore TV) - DuM	Feb 50	Oct 51
Cavalier Theater: 4 weeks only, dramas (Cavalier Cigarettes) NBC	Dec 51	Jan 52
Columbia TV Workshop: ½hr experimental dramas - CBS	Jan 52	Apr 52
The Clock: ½hr dramas, NBC 2yrs(Emerson) ABC since Oct(Rhodes Pharm)	May 49	Mar 52
Chester The Pup: Art Whitfield kid stories w/cartoons by Sid Stone-ABC	Oct 50	
The Continental: Renzo Cesana in late evening monologues(Burlington) C	Jan 52	Apr 52
Cosmopolitan Thtr: 1 hr dramas from magazines (Drugstore TV) - DuM	Oct 51	Dec 51
Crime With Father: ½hr comedy advtures (Block Drug) - ABC	Oct 51	Jan 52
Crusade In The Pacific: films by March of Time(Welch Wine in NY) WJZ	Oct 51	Apr 52
CBS-TV Color Programs: commercial programming	Jun 51	Oct 51
Dark Destiny: adaptation of radio mystery series - WOR	Mar 52	May 52
Date With Judy: comedy with Pat Crowley, others (McKesson & Robbins)	Jun 51	Oct 51
Date On Broadway: Bob Haymes, singer, with Snader musical shorts - DuM	Oct 51	Jan 52
Dennis James: daytime vty-game show, DuM since Nov 48 as OK Mother-ABC	Oct 51	Mar 52
Don Ameche: variety, formerly "Holiday Hotel" (Packard, Arrow) - ABC	Mar 51	Oct 51
Don McNeill TV Club: Variety with name guests from Chi (Philco) - ABC	Sep 50	Dec 51
Doodles Weaver: comedy, summer repl for "Show of Shows" (Lehn&Fink)-N	Jun 51	Sep 51
Door With No Name: ½hr dramas, summer repl "Big Story" (Pall Mall)-N	Jul 51	Sep 51
Enchanted Well(Magic Door): McLevy child talent show, dramas - WJZ	Jan 51	
Eva Gabor: interviews - WJZ	Nov 50	
Eve Hunter: daytime variety show, gave way to Herb Sheldon - WNBT	Oct 51	Apr 52
Everybody's Business: Documentary films - WJZ	Jul 51	







PROGRAM CASUALTIES (Continued)

	<u>DEBUT</u>	<u>DEPART</u>
<u>Fairmeadows USA</u> : ½hr dramatic serial (Johns Manville) - NBC	Nov 51	Apr 52
<u>Faith For Today</u> : sermons and relig dramas (7th Day Adventists)-ABC	May 50	
<u>Faith Baldwin Theater</u> : ½hr dramas with stars (Maidenform) - ABC	Jan 51	Oct 51
<u>Faye Emerson's Wonderful Town</u> : variety, set in various locales(Pepsi)C	Jun 51	Apr 52
<u>Famous Jury Trials</u> : ½hr courtroom dramas, on&off DuM, various sponsors	Oct 50	Mar 52
<u>Flying Tigers</u> : ½hr advture serial for kids (Powerhouse Candy) - DuM	Apr 51	Mar 52
<u>Foodini The Great</u> : Bunin puppets now on film, was "LuckyPup" - CBS, ABC	Sep 51	
<u>Frank Sinatra</u> : variety with name guests - CBS	Oct 50	Apr 52
<u>Freddie Martin</u> : musical variety, summer repl then stayed(H Bishop)-N	Jul 51	Sep 51
<u>Frosty Frolics</u> : variety kine at KTLA Hwood (Amer Vitamin)- ABC	Sep 51	Oct 51
<u>Gayelord Hauser</u> : daytime ½hr nutrition show (Minute Maid) - ABC	Oct 51	Apr 52
<u>Garry Moore Eve'g</u> : ½hr comedy variety (Johnson's Wax) - CBS	Oct 51	Dec 51
<u>Gabby Hayes</u> : Sunday ½hr dramas, western saga (Quaker Oats) - NBC	Oct 50	Dec 51
<u>Gallery Mme Liu Tsong</u> : Anna May Wong in ½hr dramas - DuM	Aug 51	Dec 51
<u>GE Houseparty</u> : summer repl for Waring in '51, Durwood Kirby (GE)-CBS	Jul 51	Sep 51
<u>Go Lucky</u> : quiz, summer repl for This Is Show Biz (Luckies) - CBS	Jul 51	Sep 51
<u>Hands of Destiny</u> : ½hr dramas, formerly "Hands of Murder...Mystery"-DuM	Sep 49	Mar 52
<u>Herb Shriner Time</u> : comedy stories & sketches ½hr (Arrow) - ABC	Oct 51	Apr 52
<u>Heritage</u> : music and art from Wash'n, summer filler - NBC	Jul 51	Sep 51
<u>Hold 'Er Newt</u> : homespun stories set in gen'l store, from Chi - ABC	Jan 52	
<u>Hwood Jr Circus</u> : variety circus acts, from Chi (Hwood Candy) - ABC	Sep 51	Mar 52
<u>Hwood Opening Night</u> : ½hr film dramas by Revue, now in Spot TV(Ennds) C	Sep 51	Mar 52
<u>How Does Your Garden Grow</u> : summer repl for Mrs FDR, from Chi - NBC	Jul 51	Sep 51
<u>How To...</u> : summer repl for "Suspense", panel show from KTTV Hwood - CBS	Jul 51	Sep 51
<u>I Cover Times Square</u> : ½hr news advtures with Harold Huber (Air Wick)-A	Oct 50	Oct 51
<u>In Our Time</u> : documentary films, daytime ½hr - ABC	Mar 52	Apr 52
<u>It Pays To Be Ignorant</u> : comedy panel quiz w/Tom Howard, sumr repl -NBC	Jul 51	Oct 51
<u>It's Up To You</u> : first aid instruction via Amer Red Cross - CBS	Apr 51	Aug 51
<u>It's In The Bag</u> : aud partic, daytime, formerly DuM lyr - NBC	Jan 52	Mar 52
<u>Jerry Colonna</u> : comedy show, kine at KECA-TV Hwood - WJZ	May 51	
<u>Jessie's TV Notebook</u> : homemaking with Jessie DeBoth - ABC	Jun 51	
<u>Joe Hasel</u> : sports news and reviews, frequent scheduling - ABC	49	Mar 52
<u>Juvenile Jury</u> : summer repl for Berle, later Sundays (Scotch Tape) -NBC	Jun 51	returns
<u>Latin Carnival</u> : musical vty w/Jack Kilty, Noro Morales(Winston)-WJZ	Oct 51	Dec 51
<u>Leave It To Papa</u> : situation comedy w/Em Edmunds (Ronzoni) - WPIX	Jun 50	Feb 52
<u>Langford-Ameche</u> : 1hr daytime vty, big production (partic) - ABC	Sep 51	Mar 52
<u>Leave It To The Girls</u> : Maggi McNellis & girls (Regents) - NBC	Apr 49	Jan 52
<u>Leftover Revue</u> : musical vty with Bway Open House regulars, daytime -NBC	Sep 51	Jan 52
<u>Life With Linkletter</u> : aud partic from KECA-TV Hwood (Green Giant) -ABC	Oct 50	Apr 52
<u>The Little Show</u> : John Conte & musical ½hr, T&Th (Van Camp) - NBC	Jun 50	Oct 51
<u>Live Like A Millionaire</u> : pro talent introed by offspring(GenM-Grove) C	Oct 50	Mar 52
<u>Loraine Cugat</u> : variety from KECA-TV Hwood (Amer Vitamin) - ABC	Sep 51	Oct 51
<u>Luncheon Date</u> : daytime musical with Bette Chapel from Chi - NBC	Jan 52	
<u>Man About Music</u> : Lorenzo Fuller with musical talent (Rabson's) WABD	Sep 51	Jan 52
<u>March Of Time Thru The Years</u> : MOT films edited for TV (Spot TV Adv)WJZ	Feb 51	
<u>Meet Corliss Archer</u> : situation comedy from KNXT Hwood, cn & off since	Jun 51	
<u>Meet Your Cover Girl</u> : Robin Chandler interviewing ex-models -CBS	Oct 50	Oct 51
<u>Metropolitan Auditions</u> : two weekly auditions for scholarship - ABC	Jan 52	Mar 52
<u>Miss US Television</u> : contest from Chi & locally on WPIX, finals - DuM	Sep 51	Dec 51
<u>Miss Susan</u> : Susasn Peters in ½hr daily serial (Colgate Fab) - NBC	Mar 51	Jan 52
<u>Mohawk Showroom</u> : Roberta Quinlan in M-F ½hr musical (Mohawk Carpets) N	May 49	Nov 51
<u>Mr &amp; Mrs Mystery</u> : John & Barbara Gay in serial comedy-drama - WOR	Oct 49	Nov 51







# PROGRAM CASUALTIES (Continued)

DEBUT      DEPART

<u>Nelly Goletté: French chanteuse in musical</u> $\frac{1}{4}$ hr - WOR	Sep 51	Mar 52
<u>Newsstand Theater: short story dramas from Colliers, etc (Crowell Pub)</u> - ABC	Jan 52	Feb 52
<u>Out There: Science-Fiction</u> $\frac{1}{2}$ hr dramas - CBS	Oct 51	Jan 52
<u>The PAL Show: activities of the Police Athletic League kids</u> - WNBT	Mar 51	
<u>Pantomime Quiz: charades from Hwood, on&amp;off CBS, now NBC (Camels) returns</u>	Oct 49	Mar 52
<u>Patricia Bowman: ballerina in</u> $\frac{1}{4}$ hr musical with guests (Coach & Four Shoe) C	Aug 51	Nov 51
<u>People's Platform: debate between top national names (Household Fin'ce) C</u>	Oct 49	Oct 51
<u>Paul Whiteman Revue: 1/2hr musical variety, lavish (Goodyear)</u> - ABC	Nov 49	Mar 52
<u>Penthouse Party: 1/2hr informal variety with Betty Furness (Best Foods)</u> ABC	Sep 50	Jun 51
<u>Please Draw Quickly: Panel quiz from Chi</u> - ABC	Jan 52	
<u>The Pet Shop: Gail Compton with animal pets from Chi</u> - DuM	Dec 51	
<u>Public Prosecutor: film dramas by J Fairbanks w/5min discussn (Crawford) D</u>	Oct 51	Feb 52
<u>Public Life of Cliff Norton: 5 min comedy films (Best Foods)</u> - WNBT	Jan 52	Apr 52
<u>Quiz Kids: panel with Joe Kelley from Chi, was NBC, later CBS</u>	Jan 52	Apr 52
<u>Rebuilding The Free World: film series about work of the ECA</u> - WCBS	Dec 51	Jan 52
<u>Rendezvous: Ilona Massey in advture dramas</u> $\frac{1}{2}$ hr - ABC	Feb 52	Mar 52
<u>The Real McKay: daytime variety with Jim McKay &amp; company</u> - WCBS-TV	Aug 50	Sep 51
<u>Hal Sawyer Views Hwood: kine at KECA-TV with interviews</u> - ABC	Apr 51	Sep 51
<u>Say It With Acting: charades by Bway players, was on NBC, then ABC</u>	Feb 48	Jan 52
<u>Shielah Graham: kine at KNBH, intvws, talk (Max Factor)</u> - NBC	Jan 51	Jun 51
<u>Shadow of the Clcak: 1/2hr advtures with Helmut Dantine</u> - DuM	May 51	Mar 52
<u>The Show Goes On: Robert Q. Lewis &amp; pro talent &amp; talent buyers (ASR)</u> - CBS	Jan 50	Dec 51
<u>Somerset Maugham: dramas, varied as 1hr &amp; 1/2hr, was CBS, then NBC (Tint'r)</u>	Sep 50	Dec 51
<u>Solo Drama: Walter Covell in one-man 1/4hr dramas (Regens Ltrs)</u> - ABC	Nov 51	Jan 52
<u>Song At Twilight: Music from Chi, summer repl Mohawk-Little Show</u> - NBC	Jul 51	Sep 51
<u>Stage Entrance: Earl Wilson intvws &amp; showcases talent</u> - WABD	Apr 51	Mar 52
<u>Steve Allen: daytime variety since May 51, earlier evening vty</u> - CBS	Dec 50	Feb 52
<u>Stars &amp; Starters: pro talent and kid talent</u> - ABC	Mar 52	Mar 52
<u>Stop The Music: Variety &amp; Viewer quiz w/Bert Parks (Old Gold, others) A</u>	May 49	Apr 52
<u>Studs' Place: Studs Terkle from Chi in comedy variety format</u> - NBC, ABC	Nov 49	
<u>Story Theater: Ziv re-issue of "Showtime" films, shown in spot TV</u> - WABD	Nov 51	
<u>Sound Off Time: comedy variety w/Lester, Hope, Allen (Chesterfield)</u> NBC	Oct 51	Jan 52
<u>Talent Search: amateur talent, Skitch Henderson MC</u> - WNBT	Feb 50	
<u>Talent Shop: Fred Robbins with teen-age talent</u> - WABD (Chuckles Candy)	Oct 51	Mar 52
<u>Tag The Gag: panel guessing gags via pantomime</u> - NBC	Aug 51	Sep 51
<u>Ted Mack Family Hour: variety with pros &amp; amateurs (Swanson, Gen Mills) A</u>	Jan 51	Dec 51
<u>Terror: 1/2hr suspense dramas</u> - WOR	Feb 52	Apr 52
<u>That Reminds Me: panel identifies celebs thru clues, 1 shot</u> - NBC	Feb 52	Feb 52
<u>This Is Music: documentary on the place of music today, from Chi</u> - DuM	Nov 51	
<u>This Week In Sports: Telenews' film review in Spot TV</u> - WJZ	Feb 52	Apr 52
<u>Those Endearing Young Charms: situation comedy filler from Chi</u> - NBC	Dec 51	May 52
<u>Truth or Consequences: Ralph Edwards aud partic show (Philip Morris) C</u>	Sep 50	Jun 51
<u>Two Girls Named Smith: Peggy Ann Garner in situation comedy (Babbitt) A</u>	Jan 51	Oct 51
<u>Uncle Lumpy's Cabin: Hugh Brannum plus animation, kid show</u> - WJZ	Aug 51	
<u>Vacation Wonderlands: Caroline Burke &amp; film travelogues</u> - WNBT	Jan 51	
<u>Vanity Fair: Dorothy Doan &amp; daytime interviews (partic)</u> - CBS	Oct 48	Jan 52
<u>Versatile Varieties: variety - pros when on NBC; kids on CBS &amp; ABC</u>	May 49	Dec 51
<u>What's On Your Mind: Isobel Leighton &amp; mental health evening</u> $\frac{1}{2}$ hr - ABC	Jul 51	
<u>Who Knows: celebs guess an event from pantomimes, from Hwood</u> - ABC	Jan 52	
<u>Who's Whose: Phil Baker &amp; married couples in quiz; 1 shot (Sanka) CBS</u>	Jun 51	Jun 51
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**first in television**

*means*

**first in advertising**

**NBC-TV**

**leader in:**

*time sales*

exceeds Network B by 39% in gross network time sales. (PIB, Jan.-Dec. 1951)

*coverage*

reaches an average of 23% more markets per nighttime program than Network B.

*programs*

averages six out of the top ten shows each week.

*audience*

reaches 14% more homes than Network B for the average nighttime program.

Source: American Research Bureau  
October 1951 — March 1952

**NBC television**

a service of Radio Corporation of America

No. 1 Medium For Your Sales Success





*new  
strategic  
location*

All roads lead to Brooks Costume Company's new Columbus Circle location — right at the hub of television's growing sphere of operations . . . and that's where Brooks has always been — during 40 years of serving the entertainment industry — right at the hub of operations.

Our new quarters at 3 West 61 Street offers 55,000 square feet stocked with the world's largest and finest collection of costumes. Modern fitting and show rooms feature decor by Irene Sharaff and Lighting by Feder, as planned by S. J. Capelin Associates.

*At home after July 1.*

*television's official costumer*



#### ABC-TV

1. TV Center — 7 W. 66
2. Stu. #11-12 — 1 W. 67
3. SRT Studio — 316 W. 57
4. Elysee — 202 W. 58
5. Vanderbilt — 148 W. 48
6. Ritz — 219 W. 48
7. Little — 234 W. 44
8. Shap & Star.—Bway. & 70

#### DuMONT

9. Off. & Stu. —Mad. & 53
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12. Adelphi —150 W. 54
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